

# Contacts

**JUNE 1951**

"DAWN ON LAKE WINNIPEG"



*Many Hundreds of Eatonians Enjoy the Protection  
of These Two Valuable Services . . . Do You?*



## **Budget for Your Medical Needs Now**

*"You Never Know When You May Need a Doctor"*



The ONLY plan for prepaying Doctors' Bills which is officially sponsored by the Manitoba Medical Association.

Be one of the thousands to enjoy this freedom from worry.

*For full details, call at the Staff and Welfare Office,  
Second Floor, Store.*

***Enrolment During the Entire Month of June  
for Acceptance on August 1st***



## **Have You Hospitalization?**

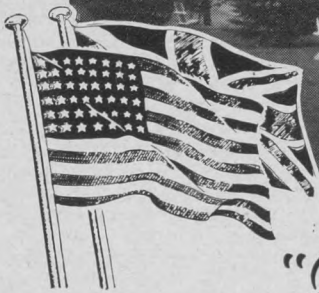
**Another Opportunity to Join the  
Manitoba Hospital Service Association**

The Staff and Welfare Department announces the reopening of the Eaton **Blue Cross** Group. Applications will be accepted from June 1 to June 30.

*For full details, call at the Staff and Welfare Office,  
Second Floor, Store.*



***Remember, Your Family depends on this Protection***



[Clear Lake, Man.]

## "I Don't Know Her Name..."

"I don't know her name, but she's about medium height, with fair hair and has the nicest smile! Her number is 32." Such is the familiar pattern of countless letters received by the Company. And when on arriving back home, a visitor from Little Rock, Arkansas; Peoria, Illinois, or Prince Albert, Sask., takes the trouble to write an appreciative little note about the shining service of some Eatonian, we know that she means it.

Indeed, if all the thank-you letters received by Winnipeg Store over the years were laid end to end we'll bet a cookie that they would make a strip long enough to encircle the Store building.

Yes, the flag of courtesy and topflight service flies at a proud height here at Eaton's. But we can keep it there only by constant endeavour.

### Who Benefits?

*The Visitor Industry* is now one of Canada's greatest assets. Beyond doubt, its first benefit is to employment. The more people who come to Canada the more money they leave in our fair Dominion—that means more jobs for more people.

### Are You Ready To Answer Accurately?

Visitors are naturally full of question marks. We can all help greatly by knowing where the Store services for visitors are and what they do. For example, the *Information Bureaux* can supply Winnipeg street maps, information about hotels and places of interest. Also a barrage of maps and information about points outside of Winnipeg. *Complete Customs information* is available at the *Shopping Card Office*. Among the various other important visitor aids are the *Women's Parking Lot* across from the Store on Hargrave Street, and that inviting and handsomely appointed Eaton Rest Room at Emerson. Here a courteous attendant is ready to supply maps and helpful information.

### "Among My Souvenirs"

If you were asked, could you suggest to an American visitor what important merchandise might interest him?

If you know the right answers to these questions; if you're ready to act the courteous, kindly host or hostess to all visitors, whether they shop or not, Eaton's will never lose its tag of the "Friendly Store" and our pile of thank-you notes will grow higher and higher!

# Stand Up and Be Counted! . . .

It is nothing new to require that people stand up periodically to be counted. The Babylonians and Chinese did it 5,000 years ago; the Egyptians and the Children of Israel carried out a census 2,000 years later. So no one in Canada needs to feel miffed because a man calls asking questions.

## CANADA TOOK THE FIRST CENSUS OF MODERN TIMES

The door-to-door canvass that will get under way in Canada on June 1 will make all the calls by salesmen in a year look like a small operation. And Canadians can take a bow, as the credit for taking the first census of modern times belongs to Canada. The year was 1666; the census was that of the Colony of New France. There were 3,215 persons listed and the original document of 154 pages is in the Archives of Paris, with a transcript in the Public Archives at Ottawa. The record showed every person listed by name, on a fixed date, and the age, sex, place of residence, occupation and conjugal condition.

The British North America Act, as most Company members learned when they attended grade school, provided for Canada becoming a self-governing Dominion and also included in its provision a census to be taken in 1871 and every tenth year thereafter.

Primarily, the census is taken for the purpose of determining our representation in the federal parliament; the total population of the provinces is divided by the number of parliamentary ridings; the population of each province is then divided by the answer so obtained. Readjustments are made after each census, to allow for increases or decreases in provincial populations.

The census is also a unique record of our manpower and skills; it tells of the extent of immigration, the movement of population from one province to another; the trend from farm to city and from city to country. The census helps the manufacturer and distributor marketwise; it will even tell of the number of marriageable males of 21 and over, answering the maiden's query, "Are there enough men to go around?"

As a result of the 10 censuses taken to date, it is interesting to note that in less than one century the percentage of our population under twenty years of age has gone down from 56.3 to 37.5, and over 64 it has risen from 2.7 to 6.7. Housing is to be given special attention, a sampling being taken of tenancy and ownership of

every tenth dwelling; this should provide a new measurement of living conditions.

## A "WIZARD" MACHINE

All this and much more census information is to be tabulated by the enumerator who calls upon you, on sets of forms about seven inches square; huge books and forms are no longer in style. The new forms are called "mark-sense" forms; the man merely makes a mark in the right space instead of writing out your answer in full. He uses an electrographic pen. Instead of transcribing the info laboriously as of old by hand, the cards are fed into a machine at Ottawa. Wherever the special ink dot appears an electrical contact will be made and a hole will be punched. The fully punched card then emerges from the machine, ready for automatic counting on a "wizard" electronic statistical machine, which actually throws out cards containing errors; the circuits just won't take a card marked "6" for a lad's age, which has another mark opposite "married"! And the whole cost, enumerators and all, is about 64 cents per person.

—With acknowledgements to The Royal Bank of Canada, Monthly Letter, March, 1951, for material used.

**YOU CAN HELP THE CENSUS ENUMERATOR . . . (AND SAVE YOURSELF CONSIDERABLE TROUBLE) BY BEING READY WITH THE ANSWERS HE WANTS.**

You may have to leave the information at home, with your wife, your mother, your landlady. For this reason the Government's printed forms will be available in every Time Office. These contain all the questions the enumerator will ask, and are self-sealing. The information you provide can be a private matter between you and the Census officials, if that's how you want it.

You are asked particularly to have an exact description of your work—e.g., salesperson, parceller, driver, carpenter, cutter, spinning frame tender, etc.

On pages 3 and 4 the full list of questions is published, with explanations of many. The Bureau of Statistics requests that you help by studying it carefully before filling in the Time Office form or being interviewed by the enumerator.



# Canada's Ninth Decennial Census

## Questions

This is the questionnaire which everyone living in Canada at 12 o'clock midnight, May 31, 1951, is required to answer. To assist our Government in this all-important task, Eaton's suggests that you figure out the answers for your own household well in advance. This will avoid mistakes and delay when the enumerator calls. You may be out when he visits your home, and it may be difficult to arrange a personal interview. Also, you may be the only person able to supply the information he requires. In that case, please complete one of the official Government forms AVAILABLE AT TIME OFFICES, and leave it AT YOUR HOME with someone who can see that the enumerator receives it.

QUESTION 1. Name of Person. (Surname, Given Name and Initials.)

QUESTION 2. Address. (If this is an institution or hotel, give its name as well as street number and city.)

QUESTION 3. Relationship to head of household. (As head, wife, son, daughter, ward, son-in-law, grandson, mother, employee, partner, lodger, lodger's wife, etc.)

QUESTION 4. Household number. (This is a question the Bureau will complete.)

QUESTION 5. Sex.

QUESTION 6. Age. (This means age on your last birthday prior to June 1, 1951.)

QUESTION 7. Marital Status. (Single, married, widowed or divorced.)

QUESTION 8. Do You Live on a Farm? (A farm is defined as a holding carrying on agricultural operations and is (a) three acres or more in size, or (b) from one to three acres in size on which production in 1950 amounted to \$250 or more.)

QUESTION 9. How many years of schooling have you had? (Kindergarten does not count, but university does.)

QUESTION 10. Did you attend school any time since September, 1950? (This refers to daytime attendance. Night school does not count.)

QUESTION 11. Can you speak English? (yes or no). French? (yes or no).

QUESTION 12. Language first spoken in childhood and still understood. (For babies, you should write the language spoken in their home.)

QUESTION 13. Religion.

QUESTION 14. Birthplace. (In what province or what country were you born?)

QUESTION 15. If not born in Canada, in what year did you come to this country?

QUESTION 16. Citizenship (nationality). (Most of our population are Canadian citizens, but non-Canadians include: 1. Persons born in the British Commonwealth who had not lived in Canada for five years before January 1, 1947, or secured a certificate of Canadian Citizenship since that date. 2. Persons born in other countries who did not take out naturalization papers before January 1, 1947, or have not secured a certificate of Canadian Citizenship since that date.) IF YOU HAVE ANY DOUBT IN THIS MATTER BE SURE TO GET IN TOUCH WITH THE ENUMERATOR.



## CONTACTS

QUESTION 17. Origin. (This question is designed to show the nationality of your ancestors—on your father's side of the family; e.g.,—English, French, Irish, Scottish, Italian, Jewish, etc. Base the answer on the language spoken by your father's family when they first came to this country.)

QUESTION 18. Did you serve in the Armed Forces of any country?

- (a) World War II (yes or no)
- (b) World War I (yes or no)

QUESTION 19. If "yes" to question 18 (a or b), in what force did you serve?

- Canadian ☐
- Other ☐
- Canadian and other ☐

QUESTION 20. What did you do mostly during the week ending June 2, 1951?

- (a) Working for pay or profit ☐
- (b) With a job but not at work ☐
- (c) Looking for work ☐
- (d) Keeping house ☐
- (e) Going to school ☐
- (f) Retired or voluntarily idle ☐
- (g) Other ☐
- (h) Permanently unable to work ☐

QUESTION 21. If other than (a) or (h) in question 20, did you, in addition, do any work for pay or profit? (Yes or No.)

QUESTION 22. How many hours did you work during the week ending June 2?

QUESTIONS 23 TO 25 AND 27 REFER TO EMPLOYMENT DURING THE WEEK ENDING JUNE 2. IF NOT AT WORK THAT WEEK, THEY REFER TO YOUR MOST RECENT EMPLOYMENT.

QUESTION 23. Name of firm or business. (The T. Eaton Co. Limited.)

QUESTION 24. Industry. (Enter your Department or Division here—e.g., Eaton's Hosiery Department, Eaton's Candy Factory, Eaton's Mail Order Packing, etc.)

QUESTION 25. Occupation. (Describe what you do at Eaton's—e.g., salesperson, parceller, cutter, checker, spinning frame tender, secretary, accountant, etc.)

QUESTION 26. Is the occupation you describe in question 25 your usual work? (Yes or No.) (If "no," please state what kind of work you usually do.)

QUESTION 27. To what class of worker do you belong?

- (a) Wage or salary earner ☐
- (b) Own account ☐
- (c) Employer ☐
- (d) No pay ☐

QUESTION 28. How many weeks did you work for wages and salary during the 12 months prior to June, 1951? (This includes time off with pay.)

QUESTION 29. How much did you earn in wages and salary during the 12 months prior to June, 1951? (This means your rate of pay before deductions for income tax, etc.)

IMPORTANT: If you obtain a form from the Time Office and fill it in for the enumerator, it MUST BE LEFT AT YOUR HOME and NOT in your department. Census officials gather their information at residences and not places of business.



## Elmer Freeman Heads Assistants' Association

M. E. (Elmer) Freeman, assistant, Books and Stationery, was elected president of the Eaton Assistants' Association at the final dinner meeting of the season, held on April 20 in the Grill Room. After an excellent dinner, Mr. Stan Houston, retiring president, who was in the chair, named five new assistants who had become members of the organization since the last meeting. He introduced two who were present, Miss Carlie Carruthers of the Employment Office, and Claude Fitzsimons of the Despatch.

Mr. W. McKerchar made a brief report on the progress of the Hobby Show.

The president then presented Mr. Oliver W. Barker, assistant, M.O. Packing, whose retirement became effective April 21, with a pair of royal blue Moorcroft pottery vases on behalf of the Assistants' Association.

While the ballots on the incoming executive were counted, Al Beavis, Camera Counter, showed four short films. The results of the balloting were then announced as follows:

### Executive for 1951-52 Season

President .....	M. E. Freeman
Past President .....	Stan Houston
First Vice-President .....	F. W. Eades (M.O.)
Second Vice-President .....	Lloyd Waddell (Store)
Secretary .....	Herbert Graham
Publicity .....	W. E. C. Hurlburt (Store)
	Ivan Thompson (M.O.)
Refreshments .....	George Fox
Welfare .....	Vic Fotheringham



Oliver Barker (right) receives a parting token presented by President Stan Houston.

Merchandise Representative (Store)	
2-year term .....	S. B. Young
Executive Representative (Store)	
2-year term .....	Ken Smith
Expense Representative (Store)	
1-year term .....	J. Johnston
Merchandise Representative (M.O.)	
2-year term .....	T. W. Bennett
Expense Representative (M.O.)	
2-year term .....	Harold Brown

## Lady Eaton is a Visitor



We were pleased to welcome a distinguished visitor to the Winnipeg Store recently in the person of Lady Eaton. Arriving in mid-May for a brief visit, Lady Eaton was the guest of her son, Mr. Gilbert Eaton, and Mrs. Eaton.

## RECENT APPOINTMENTS

### Winnipeg

Department W53—Hardware, Tinware, Woodenware, Kitchenware, Gift Wares, Bird Supplies, Building Supplies, Power Tools, Gasoline and Kerosene Lanterns, Gasoline Irons, Camp Stoves, Blow Torches, Hand Washers, Garden Supplies, Lawn Mowers:

MR. D. MACKIE, assistant.

Department W256—All Coal and Wood Stoves, Electric Ranges, Rangettes, Furnaces, Plumbing and Heating, Kitchen Cabinets, Kitchen Sinks, Wall Cabinet Units, Matched Units, etc., Power Grates and Air Conditioners:

MR. T. JAMES, assistant.

Department W56—All Coal, Oil and Wood Stoves, Electric Ranges, Rangettes, Furnaces, Plumbing and Heating, Kitchen Cabinets, and Air Conditioners:

MR. R. McCORMICK, assistant;

MR. A. S. COMBA, signature.

IN ADDITION: Mr. McCormick to be in complete charge of Receiving and Shipping of W256 in the Princess Street Warehouse.

### Revelstoke, B.C.

MRS. J. L. DAVIDSON, in charge.

### Estevan

MISS L. I. BLOOR has now returned in charge of Estevan Order Office.

### Calgary

Painters, Carpenters—Mr. J. E. POPPITT, assistant.

(Continued on Page Twenty-One)





## CROSS SECTION

### Interesting Moments in the Big Trans-Canada Sale

Top Row—Left: Huge billboards in the main Time Offices conveniently displayed the 24-page flier. This helped Eatonians "bone up" in advance on all the good things in the sale. Centre: This was the happiest moment of a busy day for Mr. A. D. MacDonell, Staff and Welfare supervisor. We see him presenting Employee Preview prizes to Kay Thiessen, Mona Johnson and Jim King, all of M.O. Packing. Their supervisor, Mr. Ed. Rogers (right) came along to add his congratulations. Miss Thiessen won first prize of \$100.00 (a windfall she'll spend on her holiday to B.C.); but happiest of all was Miss Johnson who won \$50.00 as third prize. ("A big help for my trousseau.") A bride-elect, she had just been presented with a silver tea service by her department. Jim King, fourth prize-winner, drew \$25.00 to help pay his dental bill. ("Just had my teeth out.") Right: "Well! What do you know!" grins driver Tommy Aitken happily. Delivery chief Clayton Tucker (left) is presenting Tommy with \$75.00, second prize in the Employees' Preview.

Second Row—Left: Mr. J. A. Snowden, Merchandise Office, draws the prize-winning ticket for Jim King. Centre: Mr. W. B. Pickard, superintendent, proves to be a good picker as he draws the ticket for second prize won by Tommy Aitken. Right: Assisting in the draw were Junior Councillor Sue Goodman (Daniel Mac) and Junior Executive Bob Lockie (Viscount Alexander). These two young collegians also drew the 75 prize-winning tickets of \$5.00 each. Congratulations, everybody!

### "Walkie Talkie" Speeds Up Service at Women's Parking Lot During Trans-Canada Sale

Third Row—Left: "Jack Ross calling. Send car number 79, over!" Centre: "This is Bill Olford. Car number 79 coming up, Roger!" Right: And here is car number 79 arriving pronto! This novel signalling system was used between the Women's Parking Lot and the Employees' Parking Lot which carried the overflow of cars. The "Walkie Talkie" proved to be the "real McCoy" for our chauffeurs just as it was in their front-line days of World War II.



Reading clockwise—W. E. C. Hurlburt, chairman; M. Morrow, vice-chairman; G. T. Fox, Nurse Margaret Lawrence, A. Bowman, J. Newton, T. Giles, A. Arnason, J. Stuart, J. Douglas (representing C. H. Dale), W. E. Curry, L. A. Wimble, S. Hives, C. Tucker; A. E. Sizeland, secretary.

## SAFETY IS EVERYBODY'S BUSINESS

*"Eternal Vigilance is the Price of Safety."* Experience has taught that 60 to 90 per cent of all accidents are due to the thoughtlessness of the individual concerned. In other words: *the best safety assurance is the careful worker.* Each of us should realize that his own safety, as well as that of his fellows, depends on his carefulness.

Here at Eaton's we are alert to accident prevention. A permanent accident control program is carried on by a well-organized safety committee. This committee is composed chiefly of Eatonians experienced in traffic, mechanical, maintenance and fire protection.

### What Does Your Safety Committee Do?

Regular monthly meetings are held where accident reports are received and studied and improvements recommended. When necessary special meetings are called to discuss any unusual or emergency measures. Another job of the safety squad is a continuous inspection of all mechanical and electrical equipment or potential hazards, while safety education is another feature.

### Safe Driving and Road Courtesy

As Contacts goes to press, the annual Safe-Driving and Road Courtesy banquet is about to be held at the Fort Garry Hotel. Here the remarkable traffic record rolled up by our Eaton drivers will be rewarded with cash prizes totalling \$2,741.

**Briefly these are the facts: From April 30, 1950, to May 1, 1951, our drivers covered a total of 980,000 miles with no fatalities, not a single personal injury, and only 37 chargeable accidents!**

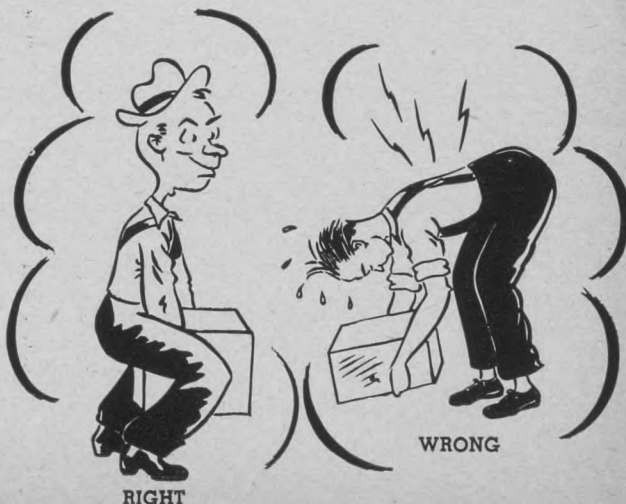
**Congratulations to Supervisor Clayton Tucker and his gallant crew for their skill, care and courtesy!**

## Learn To Lift Right!

Strains, hernias and painful injuries can be avoided by learning the simple rules of correct lifting:

Never try to lift beyond your strength—get help.  
Always crouch down to what you are going to lift.  
Get a good footing, place feet 8 to 12 inches apart.  
Get a firm grip with fingers underneath the load.  
Keep your arms straight and keep your back in as near a straight up-and-down position as possible.  
Lift gradually, avoid jerky motions.  
Avoid twisting motions by shifting position of feet.  
Lift by standing up or by pushing up with the strong leg muscles—this takes the strain off the back muscles.

Seven







Top Row—Left: Linda-Louise Kerr, 8, reciting "I Had a Little Goblin." Centre: The scholarship winners—Kasimir Siwik, 14, senior accordion class; Monique Cote, 10, junior piano; Jeannine Mousseau, 13, senior piano; Henriette Plattford, 13, vocal; Evelyn Dobruskin, 16, vocal; Peter Verbin, 10, junior accordion; Victoria Polley, 11, violin. Right: Ronald Ross, 11, singing "MacNamara's Band."

Lower Row—Left: Distribution of give-aways to the audience as they leave the theatre. Right: "The Spike Jones Kids." Drummer Gary Peterson, and accordionists Chuck Enfield (who doubles on the wash tub!), Beverley Woytyshyn, Peter Verbin, Paul Gallant, Marlene Blaschuk, and Ronnie Benson (out of the picture).

## Good Deed Club's Au Revoir

### Scholarships Presented at Theatre Party

Eaton's Good Deed Club crowned the season's activities with a Scholarship Theatre Party, Saturday, April 14.

On stage, in the Metropolitan Theatre, to receive their certificates and \$50.00 scholarships, were the seven young musicians who won top honours in the 1950-1951 Good Deed Scholarship competitions. Mr. Moray Sinclair, supervisor, City Advertising, made the presentations. Close to 100 children, who had appeared on the programs during the season, were invited to compete for the scholarships. These scholarships were finally awarded to those receiving the highest mark in each of the seven classes.

A capacity audience of almost 2,000 children filled the theatre to share in the morning's entertainment. The program started at 9 a.m. with cartoons on the screen, followed by a sing-song. Then Dick Sutton, musical impersonator, won the hearts of the audience with his lively interpretations of such old-time favourites as "Old MacDonald Had a Farm." The whole audience joined in the barnyard sounds! Following the presentation of scholarships by Mr. Sinclair, the final Good Deed program was broadcast from the theatre stage. And when the "Spike Jones Kids," centering around 5-year-old Drummer Gary Peterson, played their band numbers, there was no doubt about the enthusiasm of the audience! Following the program, draws were made for door prizes and Good Deed "give-aways" were distributed.

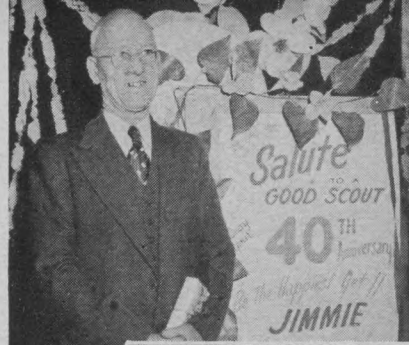
*A Couple of Lads frae "Auld Reekie"  
Celebrate Forty Years With Eaton's*

**JOHN FRASER SYME**

There's a genuine friendliness about Jack Syme that belies that somewhat Napoleonic sternness of glance—also a youthfulness that makes it hard to credit him with the 40-years' service which he celebrated on April 20.

Jack's associates in the Jewellery made it a memorable day by presenting him with a pop-up toaster and Mrs. Syme with a bouquet of red roses. In making the presentation, Mr. Alex Cranston, supervisor, paid a tribute to Jack Syme's loyalty and undivided attention to service. For good measure a stag party was held in our hero's honour on his anniversary evening at the home of Mr. and Mrs. Gable. Some 30 men friends attended, and Jack received a portable radio as another anniversary gift. As an appreciative token the hostess, Mrs. Gable, was presented with a pair of exquisite cups and saucers from the gathering.

Born in Edinburgh, Scotland, Jack Syme started with Eaton's as a parceller. Enlisting in 1914, he served overseas with the 4th Field Ambulance. Mrs. Syme was the former Josephine Higgins, Mail Order Cashiers. Jack is chairman of the Eaton Men's Bridge League and an active member of the Canukeena Club.



Jim McClure



Jack Syme receives a gift presented by Supervisor Alex Cranston.

**JAMES M. MCCLURE**

Head of Department, City Despatch

Heavily-laden trucks rumbled and roared over the steel-plated floor of the basement when on Tuesday morning, April 24, Mr. Jim McClure was given an ovation by the Despatch, Carriers and Shopping Card Assembly staffs. The occasion was Jim's 40th anniversary with the Company.

Despite the noise of traffic, however, there was unmistakable enthusiasm—a sincerity that brought a mist to Jim McClure's eyes. Claude Fitzsimons, assistant, was spokesman for the gathering. Presenting Mr. McClure with a Parker 51 pen and pencil set, he told of his chief's untiring efforts for the good of the department and the staff.

Mr. W. L. Palk, assistant superintendent, lauded Jim McClure's splendid effort as president of the Employees' Charitable Fund. He drew an analogy between Jim and the picture of a boy crossing a stream carrying a smaller boy on his back. When questioned about his burden the boy replied: "That's no burden, that's my little brother!" It was thus that Jim McClure had tackled the job of directing the E.E.C.F.

Briefly but eloquently Jim thanked his staff for their gift, for the roses to Mrs. McClure and for their wonderful support. We left with a feeling that in the hearts of all present Edinburgh-born Jim McClure was a "mon's mon."

\* \* \* \*

**PERCY SMITH—Thirty Years An Eatonian**

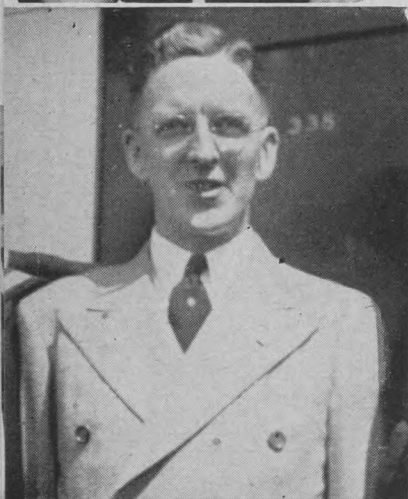
The rapid fire "clip clop" of ping pong is constantly heard these nights in the home of Percy Smith (assistant, Western Buying), the reason being that Percy was presented with a ping pong table by his associates on March 28.

The occasion was Mr. Smith's 30th anniversary, and the celebration took the form of a breakfast party in the Grill Room before Store opening.

It was an added pleasure to have Mrs. Smith present and she received a lovely bouquet of red roses.

The honoured guests included Mr. R. M. Pinfold and Mr. B. W. Bennett of Eaton's, Red Deer. A surprise party at the Smith residence added to Percy's happy 30th.





Top Row—Left: Mary Murray. Centre: Tilly Vance. Right: Mary Wylie.  
Lower Row—Left: William Martin. Centre: Solange Lancelin. Right: Robert Sim.

## ***35th Anniversaries***

### **MARY HELEN MURRAY**

The highlight of the M.O. Drug Department events during the past month was the 35th Eaton "birthday" of Mary Murray, from Peterhead, Scotland, who had her anniversary on April 19.

Mr. R. L. McGurk, head of department, presented Mary with a set of 12 pieces of sterling silver as a gift from the staff. In the evening a reception was held at the "P. and B. Club" in Mary's honour. About 40 people were present and were entertained by vocal selections and piano accordion numbers. A presentation of seven Aynsley cups and saucers was made to the guest of honour by Mrs. J. McCullough (Hilda Gibson) on behalf of those present.

### **TILLY VANCE**

One of three sisters totalling 93 years of service with Eaton's, Tilly Vance, from Donaghadee, County Down, Ireland, celebrated her 35th anniversary on May 8.

Operators, ex-operators from the Telephone Department and their friends met at the Roslyn Gables the evening of May 8, where Tilly was presented with a brilliant necklace and earrings on behalf of those present by Mr. W. B. Pickard, Store superintendent.

Mr. Pickard spoke glowingly of Tilly's service. A parcel girl for three years, she then joined the Telephone staff, and is now senior operator on the early shift, at work before eight every morning. No rain, hail, sleet, storm has been able to keep Tilly from her job over a period of 35 years! Surely this is an outstanding record, one of which any employee might well be proud.

## 35th Anniversaries

(Pictures on Facing Page)

### MARY WYLIE

A very capable worker in the M.O. Hosiery, Mary Wylie had her 35th anniversary with Eaton's on April 12. Mr. J. G. Johnson, head of department, presented her with a gold wrist watch as a gift from the department.

A dinner party was also held for Mary at the Homestead on April 11, where she was presented with a three-piece pen and pencil set.

Mary, who was born in Drumhaggart, County Donegal, Eire, has been with the M.O. Hosiery for her full length of service. She is fond of reading, travelling and church work.

### WILLIAM R. MARTIN

When that genial Irishman, William (Bill) Martin (City Carriers) completed 35 years with Eaton's on April 22, he was at home convalescing from a lengthy illness. However, to show Bill how much we all think of him, Mr. Jim McClure, head of department, and a delegation from the staff visited Bill at home and presented him with a handsome wallet, while Mrs. Martin received a lovely bouquet. For good measure, the girls of the Markers' Section added a cosy sweater as their tribute.

Bill is reported to be making good progress, and here's hoping we'll have him back with us soon.

### SOLANGE LANCELIN

From all over the world comes our staff at Eaton's. This time it is a Parisienne, Solange Lancelin, who celebrated her 35th anniversary with the Company and with the M.O. Copying on April 13.

Solange is fond of reading, in fact she is rarely without a book in her hand. She also likes music and travelling and took a trip to Europe on her long 25th vacation. The girls on the staff held a dinner for Solange at the Homestead on April 10, and on the morning of her anniversary the department presented her with a set of Pakaways.

### ROBERT M. SIM

"Thirty-five years with the Company and still enjoying it," is what Bob Sim has to say about his long record with Eaton's. On his anniversary morning, April 24, Bob was presented with an easy chair as a gift from the Basement Shoe Department where he has been for the past five years. ("The best years of my life," Bob says.)

The day following his anniversary, the staff held a luncheon in his honour at the Empire Hotel where Mrs. Sim was presented with a bouquet of roses and Bob with a fine cigarette lighter by Mr. W. McCormack, head of department.

Bob was born in Barre, Vermont, U.S.A., and has one son now with the U.S. navy.



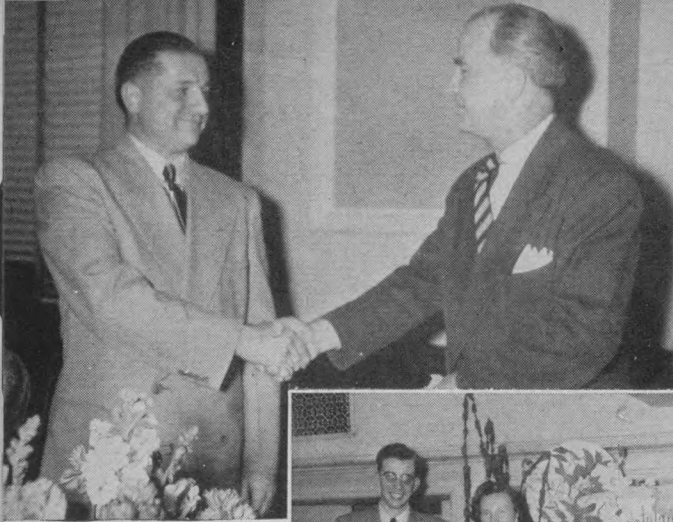
## Beating the Moths to the Punch

Now . . . with the robins house hunting and the trees "shoot-ing" their leaves, the great wealth of precious furs owned by Winnipeg citizens is being carefully stored away.

Here at Eaton's furs are now pouring into the huge fur storage vaults with their latest scientific features. On arrival, your treasured furs are first blown with compressed air to remove dust and grit. Then in they go to the gassing chamber for a 24-hour

period that kills moths or moth larvae . . . indeed, so effective is the gas that it will even penetrate a cardboard carton! Your winter friend can then snooze away the summer in spacious, healthful surroundings. Periodically during the summer the vaults are also regassed for 48 hours. With your furs thus secure from fire, theft, heat, dust, moths (yes, even floods), you can go away on a carefree holiday!





## *Welcome to the* **EATON** *Quarter-Century Club*

Top Row—Left: Walter Freeman (left) is greeted by his supervisor, Mr. R. B. T. Whitbread. Right: Miss McCann is congratulated by her chief, Mr. Roy Graham.

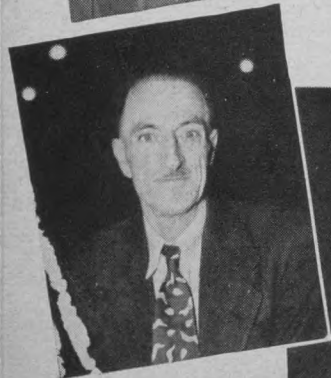
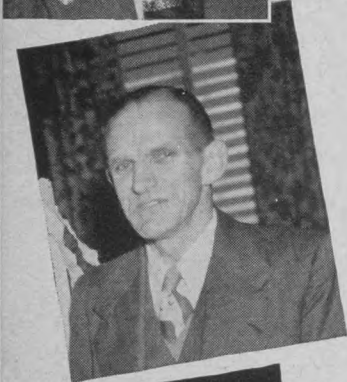
Second Row—Left to right: Dick Lowe (groom-to-be), Mrs. Bird, Donald Bird (quarter century), Audrey Cullen (bride-elect) and Mr. W. Cable.

Third Row—Left: Joseph Cook. Right: Maude Davies.

Fourth Row—Left: Albert Walker. Right: Olga Woschinska.

Fifth Row—Left to right: Henry Thompson, Alexander King, Bernard Moody and Albert Smith.

(Write-ups on Facing Page)



## Welcome to the Quarter-Century Club

### WALTER FREEMAN

The Budget Plan, Deposit Accounts, M.O. Budget Plan and Contract Accounts Office staffs, about 125 people, joined forces on April 17 at the Marlborough Hotel to help Walter Freeman, head of department, City Budget Plan, celebrate his joining the Quarter-Century Club, an event of April 2.

Following a turkey dinner, Mr. W. J. Thomson, group manager, welcomed the guests. He spoke of Mr. Freeman's splendid service over the last 25 years. Mr. R. B. T. Whitbread, supervisor, presented luggage to Mr. Freeman, who left almost immediately on his quarter-century holiday trip. Mrs. Freeman received a bouquet of red roses.

Walter Freeman's main interest, outside of a large collection of records, is his summer home at Grand Marais. Anyone unwary enough to visit him there finds himself wielding a paint brush, a rake or a hoe, whether he started out with that in mind or not.

### MARGARET GWYNETH McCANN

From Cardiff, Wales, comes Margaret McCann, of the Women's Shoes, who had her 25th anniversary April 12. Margaret was guest of honour at a surprise party at Hazel Forrester's home, given by the girls on the staff. She was presented with a green Moorcroft vase.

Then on May 1, when the Shoe Department held its anniversary party, Margaret received a travelling case from the department.

"The T. Eaton Company has always been fair and square with me. I really like my work and find the customers interesting, while the people in 238 are grand," says Margaret of her Eaton service.

Margaret is fond of target shooting, bridge, music and reading.

## Triple Feature

### DONALD M. BIRD

The Stove Department staff honoured Donald McMurchie Bird on his quarter-century anniversary, April 26, with a dinner at the St. Charles Hotel. Mr. Tommy James, assistant, was chairman. Mr. W. Cable, supervisor, thanked Don for his splendid service. It was a tribute to Don that "we asked for him," said Mr. Cable, explaining that Don had previously been with two other departments. He then presented the new quarter-century member with a handsome easy chair, as Mrs. Bird looked on happily.

Don Bird was severely wounded when serving in World War II as a sergeant with the Camerons. The Birds have two daughters, Heather and Beverley. Don's chief leisure-hour interest is boys' work.

### Also a Bride-Elect and Groom-To-Be

Sharing honours with Mr. and Mrs. Bird were two other members of the Stove gang—Audrey Cullen and Dick Lowe, both getting married—but not to each other. "Thus," said Chairman Tommy James, "the dinner was a triple feature." Another head-table guest was Fred Dyer, a recent quarter-century member.

Presentation of a lovely trillight was made to Audrey by Mr. Bruce McLarty, head of department, as Audrey blushed prettily. Dick Lowe (tall, dark and handsome) received a table lamp from the staff, presented by Mr. Cable. Dancing ended a delightful evening.

### JOSEPH COOK

Tillicoultry, Scotland, is the musical name of Joseph Cook's place of birth, and after 25 years with the Meat Department in Eaton's the native burr is still to be heard in Joe's speech.

Mr. W. Hodgson, supervisor, presented Joe with a golf bag, along with the regards of the staff, on the date of his 25th anniversary, May 3, and a dozen red roses were sent to Mrs. Cook.

Joe likes golf, curling and billiards. He is married and has three children: Joyce (with the Music Department), Brian and Marion. Joe spent two years of the first war with the 1st C.M.R.'s.

### MAUDE EVELYN DAVIES

"Twenty-five busy, happy years, spent with a Company noted for its warm friendliness and good fellowship," says Maudie Davies, of M.O. Exchanges (and one of Contacts' faithful reporters), on the occasion of her entry into the Quarter-Century Club, April 12.

Maudie, Manitoba born, is fond of swimming, fishing and boating for outdoor activities, and enjoys reading. She is a member of St. Matthew's Anglican Church.

The department presented Maude with an occasional chair as a memento of her anniversary.

### ALBERT WALKER

"I've enjoyed every minute of my time working for a great merchandising Company like Eaton's, and my 25th anniversary has come very quickly," says Albert Walker, of the Fruit Packing.

Albert has been with the Fruits for his entire length of service. He served with the R.C.E. for two and a half years during the first world war.

Mrs. Walker, the former Margaret Gelande, was also with the Fruits. They have one son, Brian Gordon. Albert is planning a trip to British Columbia for his quarter-century holiday. He was presented with a wallet and ring as a memento of his anniversary, and was guest of honour at a breakfast party in the Grill Room.

### OLGA WOSCHINSKA

The Candy Factory, which has been Olga Woschinska's "second home" for the last 25 years, helped her to celebrate her entry into the Quarter-Century Club, April 21, by holding a dinner and dance in her honour at the St. Charles' Hotel on April 23. Mr. Ross Screaton, supervisor, presented Olga with an electric kettle on behalf of those present.

Olga, whose skilled fingers have been dipping chocolates for 31 years, received a gold wrist watch from the department the morning of her anniversary.

### HENRY THOMPSON

The staff of the Drapery Workroom gathered on the morning of April 20 to welcome Henry Thompson into the Quarter-Century Club. Mr. Sam Patterson, head of department, presented him with a beautiful camera on behalf of the staff.

Mr. Patterson spoke of Henry's outstanding service to the community, adding that he is serving his fifth term as treasurer of the Brooklands' Community Club.

Henry has been with the Workroom for his full service, and has lived in Brooklands for 46 years.

(Continued on Page Fourteen)



## *Welcome to the Quarter-Century Club*

(Continued from Page Thirteen)

His wife is the former Gladys Holland of the old M.O. Audit Department. They have three children, Alan, Barbara and June, who is with the M.O. Salesroom.

### **ALEXANDER KING**

A canny Scot from Aberdeenshire, Alex King, of M.O. Copying, joined the Eaton Quarter-Century Club on April 14.

Alex spent 13 years of his 25 with the Cartage, and was with the Gordon Highlanders (British) Regiment during the first world war for nearly three years.

Skating, curling and football are Alex' main interests apart from his two grandchildren, Margaret and Norman.

Of his Store service, Alex says: "There is never a week goes by but you meet some new friends and see something new or different."

### **BERNARD ROBERT GUYER MOODY**

Pressman "Barney" Moody, who has been with the Printing Plant for his entire length of service, entered the Quarter-Century Club on May 4. Barney found his press gaily decorated with artificial flowers and a bright card to congratulate him on his anniversary.

Barney was with the Queen's Own Cameron Highlanders from 1939 to 1946 and served overseas for three and a half years, rising to the rank of lieutenant. He was wounded at Dieppe and received an efficiency medal with two clasps.

Irene Doherty, formerly of 37 and 39 Departments, M.O., is Barney's wife. They have two children, Elsie May and William Robert.

### **WILLIAM ALBERT EDWARD SMITH**

A master of billiards, Western Canadian and Manitoba champion, Albert Smith, of the Women's Shoes, had his 25th anniversary with Eaton's on May 1.

Albert comes from Stony Mountain, is married and has three children, Beverly Joan, Brenda Carol and Douglas Graham. Besides billiards, Albert is interested in track and field events.

The evening of his anniversary, Albert was one of the guests of honour at a Shoe Department party where he was presented with a smart travelling case and the good wishes of the staff.

### **MR. MORLEY S. WELLBAND**

(Division 7, Merchandise Manager, Vancouver)

Another former Winnipeg staff member was honoured with a Quarter-Century presentation on March 5 by Mr. D. Hobson, Store superintendent.

Mr. Hobson's personal reminiscences about Mr. Wellband's career, says "Coastal Currents," were both entertaining and flattering, and the unveiling of Mr. Wellband's "statue" produced a great deal of merriment and joshing. He was then presented with a 35 mm. Kodak and flash gun. On behalf of the Victoria Store, Mr. W. Gilmour, manager, presented Mr. Wellband with a fat book of recipes and a flock of maps and literature on how to get to Victoria.

### **MR. H. McNEILL RECEIVES THE "STONE OF SCONE!"**

In case of any misunderstanding, we hasten to explain that a clever reproduction of the historic stone, done in yellow sandstone, was presented to Scottish born Mr. H. McNeill, Calgary's Store manager, by masked, red-bearded stalwarts dressed in tams and tartans, as part of the McNeill quarter-century celebration on March 15. "Chinook Winds" reports that:

"Mr. McNeill was given a royal welcome upon arriving at the Store that morning. A huge crowd of Calgary employees was on hand to greet him, and on stepping off the elevator he found himself walking down an aisle formed by department managers and Quarter-Century Club members who extended their congratulations. The skirl of the bagpipes was sweet music to his ears—we might add that the music carried throughout the Store, and was piped by a bonnie lassie dressed in kilts in true Scottish style.

The McNeill tartan decorated the archway to his office, with a big welcome sign at the top.

Staff members of the Merchandise and Superintendent's Office were congregated in his office to express their congratulations. On their behalf, Mr. Gordon Hargreaves presented Mr. McNeill with a desk pen set.

A Roland Gissing painting of a view in the Rockies was also presented to Mr. McNeill by Mr. S. Myles on behalf of department managers. Scores of Winnipeg friends add belated congratulations!

## **1921 — Thirty Years With Eaton's — 1951**

WILLIAM MONTFORD (Printing) .....	May 16
GEORGE GRANT (Printing) .....	May 18
MRS. MARIE DREWRY (Printing) .....	May 30



# You Too, CAN MAKE A STRIKE!



MARGUERITE SMITH  
(Cashiers)



MARION HEWITT  
(M.O. Complaints)



JOE STOCK  
(Painters)

## This Trio Recently Won Suggestion Awards

Jot down that bright idea before you forget it . . . then re-write it carefully on the suggestion blank you'll find in your Time Office. Your suggestion may be a short cut in the system, improvement in service, saving of waste, and so on. If it's practical you, too, may win some "coin of the realm."

### "Even the Ducks Know Where to Shop"

. . . writes Delivery Chief Clayton Tucker who is always on the alert for a good story to pass on to Contacts:

"We often hear of the many and far-away places reached by the Eaton Mail Order Catalogue," says Mr. Tucker, "and we were interested in a story told us by Superintendent James Inglis, of Island Park, Portage la Prairie. (Mr. Inglis is the father of Al Inglis, one of our best known Eaton drivers.)"

There is a bird sanctuary on the island, and during the season it is a great rendezvous for ducks. Mr. Inglis came across a nest recently, and the chief ingredient used by that particular pair of ducks was a page of an Eaton general Mail Order catalogue, proving beyond all doubt "those birds know where to buy."

### When a Feller Needs a Friend

The jeep-riding days of ex-Sergt.-Major Tommy Giles proved an asset to a stranded motorist the other evening. Returning from Elmhurst Golf Club with two friends, Tommy was waved down by an unknown motorist and party whose car was stuck in a boggy part of the road. Remembering a few tricks he learned on those shell-torn roads of France in World War II, Tommy jumped from his car and told the puzzled motorist how to manoeuvre his bus out of the hole. No dice—the car remained anchored. "Let me try it," said Tommy. A quick twist of his wrist and the stubborn car leaped from the bog and to dry ground. "Think nothing of it," said Tommy, with that broad Irish grin, as the amazed driver mumbled his thanks. A nice example of road courtesy plus expert driving. More power to you, Tommy!



# EATON BOWLERS' Grand Finale . . .



## Western Canada's Largest Commercial League of Mixed Five Pinner Stages Annual Banquet at Royal Alexandra Hotel

"O Canada, glorious and free!" . . . As the majestic strains swelled to the lofty ceiling of the main dining-room in the Royal Alexandra Hotel on Saturday evening, April 28, they pronounced the opening of our Eaton Bowlers' annual banquet, largest and most eagerly awaited event on the Eaton staff recreational calendar. And as, like everyone else, we stood at respectful attention, our eyes stole a glance over the happy scene. Here were 76 teams, or some 400 young Canadians in their best bibs and tuckers having the time of their lives . . . a scene that added meaning to those words: "O Canada, glorious and free!" Perhaps you thought, as we did: what a great privilege it is to be a Canadian and incidentally an Eatonian!

President Dave Mackie handled the controls with an engaging naturalness. With him at the head table were: Mrs. Mackie, Mr. and Mrs. A. D. MacDonell, Mr. W. L. Palk, Mr and Mrs. Jim Johnston, Mr. and Mrs. T. P. McBryde, Mr. and Mrs. P. F. Brigden, Mr. and Mrs. George Firth, Mr. G. W. Robinson, Mr. and Mrs. Les Gibson, Mr. and Mrs. Earle Lucas, Mr. and Mrs. Bill Hurlburt, Secretary Ernie Wall and Treasurer "Siggie" Sigvaldson.

### Credit Lines

President Dave reviewed the season's play. He warmly thanked Past-President George (the IVth) Firth, his lieutenants, Ernie Wall, secretary; "Siggie" Sigvaldson, treasurer; as well as the executive, the scorekeepers and other key people.

### Season's Highlights

Twenty-five of the 76 teams were in the roll-off. The champion Set-Ups won by a scant 10 pins over the Fixers. Third position won by the Jokers, only eight pins behind the Fixers. The Drivers won Division 2 by only one pin over the Skippers.

### Among the Record Scores

Bob Shusterove, with small handicap, rolled a single game of 454, a three-game grand total of 952. Mrs. E. Howard rolled a single of 444, and a three-game score of 1047. Ernie Wall rolled a single of 421; Bill Adams a three-game total of 957.

The highest team score for three games was won by Outlaws with 3323.

### Trophies and Prizes

The championship trophy was presented to the Set-Ups (as pictured on facing page) by Mr. W. L. Palk, assistant superintendent. Divisional prizes were presented by Messrs. A. D. MacDonell and Jim Johnston.

On the program side were Maestro Tommy Laidlaw at the piano and impersonator Lil Klegman. Following the banquet, the numbers swelled to over 500 Eatonians for dancing to Irving Plumm's Orchestra, which topped off a grand evening!

\* \* \*

### About the Pictures on Facing Page

Top Row—Left: Secretary Ernie Wall, a good bowler and a good secretary. Centre: Mr. President, Dave Mackie, welcomes the big, happy gathering. Right: Mr. Jim Johnston presents photographs of the Drivers' team to Al Inglis (right).

Second Row—Left and right: A study in smiles. Pick yourselves out, folks!

Third Row—Left: The victorious Set-Ups display their prizes while the lordly mug takes centre position. Left to right: Vera McCaw, Jack Merrett, Bill Stewart, Evelene Turner and Helen Graham. Right: Mr. W. L. Palk presents the championship trophy to Bill Stewart.

Fourth Row—Left: Between dances comes a spot of visiting. Right: The Drivers take a look at themselves.

Fifth Row—Everybody dance!

### PRINTING PLANT PATTERN—By M. Torrance

Congratulations to Bill Montford, George Grant and Mrs. Marie Drewry on the completion of their 30-years' service with the Company during May.

Barney Moody, who had his 25th anniversary May 9, came to the department as a messenger boy and is now a pressman on the Cottrell press. Besides his years of service in the pressroom, Barney has been playing baseball with the Printers' ball team. Here, too, he has made progress, moving from bat boy to top pitcher. May you continue to prosper, Barney, and have many more years of service.

Crack! Swish! Yes, baseball again. The boys are all organized and ready to go, under the management of Sid Done. Now, a little support and who knows? The top is the aim for this year.

Watch for the big game, 25-year Printers vs. present team. Here are the old-timers: Short stop, Montford; left field, Matthews; 2nd base, Chatterson; centre field, Heiland; catcher, Anderson; 3rd base, Pete Heiland; 1st base, Ringland; right field, Cam; short stop, Ferguson; pitcher, Moody.

A beautiful sparkling diamond adorns the ring finger of the left hand of Gertrude Bowman. Best wishes to the happy girl and the lucky man.

Wedding bells rang out for Joan Short at St. Bede's Church, Rouyn, Quebec, Saturday, March 24, when she was married to Leslie Bridger, of Belleville, Ontario.

Phil Heiland and H. Sinclair are still in hospital. Best wishes for a speedy recovery.



# King Pins and Queen Pins

Eaton Mixed Five-Pin League  
Divisional Winners, 1950-1951



**Set-Ups — Season's Champions**

Jack Merrett, Vera McCaw, Bill Stewart,  
Evelene Turner, Helen Graham.



**Fixers**—Marg Rogan, Betty Ingram, Hazel  
Kinsman, George Latimer, Elliot Westman.



**Tryhards**—June Herring, Beryl Inman, Ruth Evans,  
Dunny Dewar, Don Wilson.



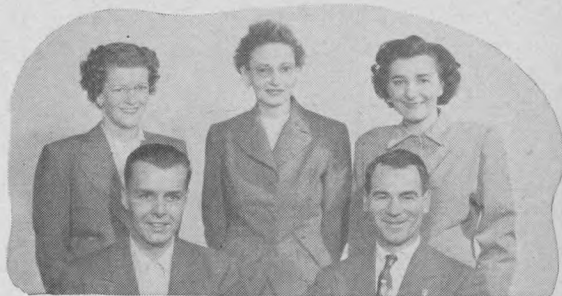
**Rockers**—Vanita Perkins, Alma Gross, Iris Bowes,  
Nick Wasylik, Bill Pearn.



**Rovers**—Margaret Torrington, Irene Moir, Irene  
Daniel, Doug McPherson, Stan Olson.



**Meteors**—Zella Stevens, Aldous Brown, Florence  
Chorney, Bill Southwood, John Lemmen.



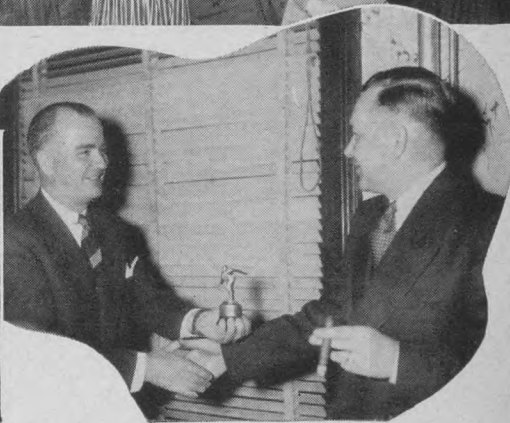
**Mazumas**—Edythe Course, Alberta McSkimmings,  
Mona Texmo, Jack Stewart, Bob Shusterove.



**Drivers**—Hilda Lohse, Dot Chisnell, Jean Chrusch,  
Ed Anderson, Al Inglis.

**Jokers (below)**—Margaret Beer, Maryann Noga, Dorothy  
Scarth, Allan Farquhar, Gordon Quinn.





Top Row—Left: Mr. R. B. T. Whitbread presenting prizes to second-place team. Shown in picture: Mr. Whitbread, Gavin Jones, Helen Hunter and Helen McKay. Right: Third-place team holding their prizes: Ivy Vale, J. Dugdale, B. Anderson, E. McDonald, O. Parastiuk.

Lower Row—Left: The winners holding their trophies—Bea King, Sybil Hannesson, Elsie Craig, Mary Jane Adair, George Boyd. Right: Mr. Whitbread presenting trophy to George Boyd.

## General Office Bowling Wind-Up

The annual wind-up of the eight teams comprising the General Office Bowling League took place April 11 when about 75 people turned out to the Empire Chateau for a dinner and dance.

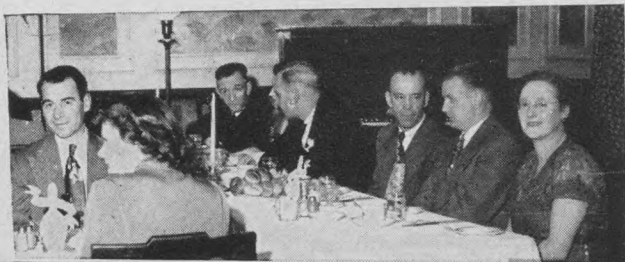
Mr. R. B. T. Whitbread, supervisor, presented trophies to the following winners: George Boyd's Bogtrotters—Bea King, Sybil Hannesson, Elsie Craig, Mary Jane Adair and George Boyd. The second-place team was the Tryhards, captained by Gil Bell and comprised of Gavin Jones, Helen Hunter, Helen McKay and Ann Campbell. Third place was won by Andy's Dandies, captained by B. Anderson, comprising Ivy Vale, J. Dugdale, E. McDonald, J. Blanchard (spare) and O. Parastiuk.

## Big "8" Bowling League

President Bill Melnyk welcomed the 50 guests, painters and their wives, who turned out for an evening of fun at the annual wind-up of the Paint Shop's Big "8" Bowling League which took place at Moore's on April 19.

The most important feature was, of course, the presentation of prizes. This job was ably handled by assistant Store superintendent, Mr. W. L. Palk, assisted by Astor Johnson, secretary, Winnipeg Five Pin Bowling Association. The season's winners were the "Gunners" with a total score of 3,009.

The entertainment side featured impersonations by Dick Sutton, and Mrs. J. Morrison received a vote of thanks for playing the piano so the others could dance.



Seated at the head table, left to right: J. Morrison, Mrs. B. Melnyk, Mr. W. L. Palk, B. Melnyk, Astor Johnson and Mrs. J. Morrison.

Lower Row—Left: Season's winners—Mrs. S. Wagner, J. Kotak, Mrs. L. Krietz, J. Morrison. Right: President B. Melnyk presents prize to C. Borsie for high three games, 649, and high single, 425.

Nineteen







Top Row—Left: President Mary Moore made a charming chairman. Right: Skip Mary Phillips holds the Florence Wilson Trophy won by her foursome—other three are Sig Sigurdson, Nettie Shulhan and Louisa Maughan.

Lower Row—Left: These gals really went to town, winning the club championship (the Johnston Trophy) and the Monica Scrivener Trophy. Left to right: Helen McKay, skip; Avis Borland, Peggy Ayres, Dora Perry. Right: Winners of the MacDonell Trophy—Florence Stevenson, skip; Jean McKendrick, Florence Goldie, Rita Bovey.

## Curling Gals Entertain

### Trophies Presented at Delightful Dinner

"I was so nervous my knees were knocking," President Mary Moore declared when it was all over. Well, more power to you, Mary, for charming your listeners as you did at the annual Eaton Women's Curling dinner on April 18 at the Grain Exchange Rink. In a natural, "folksy" little speech, President Mary welcomed the head table guests, and thanked her committee: Ethel Smith, efficient, hard-working secretary; also Veronica Walsh, ice convener, who was assisted by Clara Greenwood and Molly Mitchell, and social convener Mrs. W. Jamieson. Madeline Doyle, president-elect, also received an ovation.

The Johnston Trophy, emblematic of the championship, was presented to Helen McKay & Co. by its donor, Mr. Jim Johnston. As usual, he was a bit disappointed that there were not more Mail Order gals "in the jewellery."

Mr. W. L. Palk, assistant superintendent, presented the Monica Scrivener Trophy to Skip Helen McKay. He also congratulated the girls on their fine organization of the dinner. Mr. A. D. MacDonell, in presenting the MacDonell Trophy, spoke of the happy associations and unforgettable memories formed in curling.

The Florence Wilson Trophy was presented to Skip Mary Phillips by Bill Hurlburt, pinch-hitting for Mr. Bob Laidlaw. Happily, it was also Mary Phillips' birthday!

Songs by Norman Phillips were a highly enjoyable interlude. Dancing (with guests from the Men's Curling League as partners) ended a grand evening!

\* \* \*

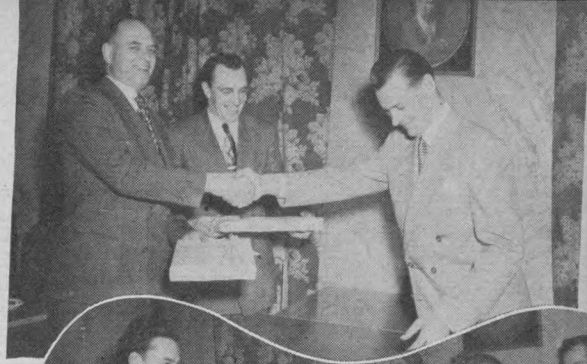
#### Eaton Women's Curling Club Committee, 1951-52

President .....	Madeline Doyle
Past President.....	Mary Moore
Vice-President.....	Ethel Smith
Treasurer.....	Veronica Walsh
Secretary.....	Kay Shore
Ice Conveners.....	Mary Ewing, Eleanor McKay
Social Convener.....	Mrs. Jamieson
Publicity .....	Clara Greenwood

#### "A baby's feet like sea shells pink..."

So wrote the poet, Swinburne, and believe it or not, had you seen the whimsy of nature pictured here you would have agreed it looked for all the world like the chubby pink foot of a baby! Look closely and you'll see five little toes each with a tiny toe nail. There is also a tiny arch and heel. As, of course, you've guessed, it is a small carrot which turned up in a local purchase. Presented to Contacts by Gordon McRorie, City Ad. art staff.





Top Row—Left: Meet the champs! Messrs. W. J. McKeag and W. S. Crooks are presented with the Dailey Trophy by Dick Dailey, son of the late Mr. W. G. B. Dailey. Right: Slick "Arrow" shirts are won by Weldon Neelands and Art McLellan, presented by Paul Maitland, secretary.

Lower Row—Left: Sport shirts go to Messrs. Clair Loveridge and Jack Syme. Missing from picture: Ian Dickson and J. Howard Keys, who won the evening's tournament. Right: Ah! Here's the brain trust! Ray Sturdy and Mike Tomlinson, won the "booby" prize and look very happy about the whole thing!

## "GRAND SLAM"

**FOREWORD**—If you like to play bridge . . . If your game is good, bad or even terrible . . . If you would like to meet a cross-section of good fellows—salesmen, assistants, office men, painters, printers, heads of departments, drivers, supervisors, elevator men and—what department are you in?—join the Eaton Bridge Club now! Send in your name to any of these key men or drop around and see them:

Jack Syme, Jewellery; Bruce Evans, Self-Serve, Basement; Tom Carstens, Shirt Factory; Ken Sutherland, Women's Shoes, M.O.; Clair Loveridge, Garage; Paul Maitland, Dress Goods, Store; Norman Frankland, Lingerie; Don McPherson, China.

What this scribe knows about contract bridge could be written on one side of a cigarette paper . . . but we do know solid enjoyment when we see it!

The Eaton Men's Bridge Club held their season's wind-up at Moore's on Thursday evening, April 26. Invited to drop in, we beheld a cosily filled room with tables of bridge in full swing. Here was a cross-section of good fellows from all over the Company's Winnipeg premises . . . contentedly puffing pipes or cigs. Some dressed in comfortable sports clothes with shirts open at the neck; all thoroughly enjoying themselves. No "yackety yack" post mortems . . . a restful atmosphere whose only sound was the soft shuffle of cards and quiet conversation.

The play over, came refreshments and a social hour, followed by presentation of prizes. (See pictures above.)

Secretary Paul Maitland was thanked for his splendid work for the club by the retiring president, Mr. W. J. (Jack) McKeag. Mr. Maitland, in responding, expressed the club's thanks to Connie Hancox for keeping the season's scores.

The new executive committee for 1951-52 is: Jack Syme, chairman; Bruce Evans, secretary; with executive members, Tom Carstens and Ken Sutherland (M.O.), Don McPherson and Norm Frankland (Store).

### RECENT APPOINTMENTS

(Continued from Page Five)

#### Dauphin

Department D212—Books, Stationery, Handbags, Notions, Fancy Goods, Wools, Gloves, Hosiery, Handkerchiefs and Neckwear;

Department D244—Women's and Misses' Coats, Suits, Dresses, Blouses, Skirts, Sweaters, Sportswear, Lingerie, Foundation Garments, Housecoats, Infants', Children's and Teen-Age Wear, Western Fur Promotion:

MR. N.T. HOUSTON, head of department.

**CLEAN UP AND KEEP THINGS SHIP-SHAPE FOR SAFETY!**





Top Row—Left: Bill Bartell, Vi Glass, Fran Monteith, Ray Monteith. Centre: Bob Mitchell, Vi Glass, Grace Martin, Yvonne Payne, Marq Goatcher, Una McKenzie, Nellie Heath. Right: Bob Regan, Dorothy Williams, Sid Hazelwood, Joan Cancilla, Dora Hazelwood.

Lower Row—Left: Elsie Kruz, Olie Pauluk, Sheila Wallace, Gord Wallace. Right: Jack Garvin, George Gould, Bill Spenceley, Gord Wallace, Alf Beavis, Dick Taylor, Ray Monteith, Bill Boutelle.

## Blue Bird Ski Club Wind-Up

Despite a very poor skiing season, the Blue Birds' wind-up turned out to be on the large side of terrific when the boys and gals gathered at the Edgewater for a "hard times" dinner and dance. George Gould, our president, introduced Mr. and Mrs. Aseltine, our guests of the evening, whom we are always glad to have with us.

Among the outstanding get-ups were those of Una McKenzie, Bob Hale, Bill Boutelle and Ray Monteith, as you can see from the pictures. The gang got together with Tommy Laidlaw at the piano for a rousing sing-song, and after some very clever entertainment the evening finished with dancing.

A big "thank you" should go to Bob Mitchell for his work in organizing the entertainment under the supervision of Alex Gilchrist. We also wish to thank those on the committee who tried so earnestly to give us the best in this all-too-short skiing season.

## W. Bostock Tops Field In Eaton Angling Jaunt

The lake trout fishing over the week-end of May 5 at West Hawk Lake was good, but the catching—and you can check the Eaton Angling Club on this—was poor.

Sixty-two members of the club worked the open waters along the shoreline of the lake from dawn to dusk with everything in their tackle boxes, with a total tally at weighing-in time of four trout.

*First fish of the day went to Kit Kitney. The three-pound, four-ounce notch-tail was caught on Kitney's third cast. The lure was a red and white dardevil.*

For the next five hours not another fish was caught. Then W. G. Bostock, after working over his tackle, put on a salted minnow. That turned the trick and caught the winning fish of the day, a four-pounder.

*As Contacts goes to press, the boys are getting set for their outing to Indian Bay on May 24.*

Ken Brooks caught the fourth fish on a plastic plug. His trout tipped the scales just over the two-pound mark.

The group left Winnipeg at 4 a.m. in two chartered buses. When they hit West Hawk the lake was covered with ice except for a 50-yard open border along the edge. Later the wind and warm sun opened the border to 500 yards.

*Honours for largest catch of the day went to Gordon Andrews. His entry was a 25-pound snapping turtle.*

Best opinion of West Hawk was expressed by Tommy Davidson. While the group was waiting to start the homeward trip, an American tourist pulled up. Cranking down the window of his car he called over: "How'd it go? Any fish in the lake?" "Should be," snorted Davidson. "We didn't take any out."—*Winnipeg Tribune.*



Top Left—**Vikings, Hockey Champions.** Back row: G. Cummings, W. Ritchie (coach), E. Wall (manager), J. MacLean, L. Oliver, G. Glazier, G. Quinn, G. (Bucky) Harris (past president), H. Johnson (president, Eaton Hockey Club). Front row: D. MacPherson (referee), F. Philpott, L. Brown, Capt. G. Hamilton, N. Smith, V. Shettler, M. Macaskill (referee). Right: B. Durack presenting gift to Helgi Johnson (left in picture). Lower Left—Mr. W. L. Palk presents trophy to Capt. G. Hamilton of Vikings. Right: Mr. T. P. McBryde presents miniature to Capt. F. Philpott.

## EATON HOCKEY CLUB LAUDED

**They Played Clean Hockey . . . Helped a Good Cause**

This is about the Eaton boys who staged "Booster Night" at the Amphitheatre on February 28, thereby raising \$400.00 for the Children's Hospital.

On Thursday evening, May 3, these young hockeyists wound up their season with a presentation of trophies and a social hour at H.M.C.S. Chippawa.

### Played Good Clean Hockey

Presenting trophies to the Vikings, winners of the play-off, Mr. W. L. Palk, assistant superintendent, thanked both teams for "turning in a good show" on Booster Night and thereby boosting a good cause. Mr. Palk added that the Company was proud of the Eaton Hockey League because of "the boys' interest in playing pure hockey—every game had been good clean sport." Helgi Johnson, "the man behind the gun" in Eaton hockey, was also

commended by Mr. Palk for his unselfish and untiring effort on behalf of the Vikings and Gremlins.

Mr. T. P. McBryde also briefly addressed the hockeyists and told of their good sportsmanship during a match with Gimli.

Presentation of a gift to Helgi Johnson from all the Eaton hockey players brought prolonged cheers. And so sticks away for another year. Nice going, fellows!

## BRANDON CURLERS' ANNUAL WIND-UP

The highlight of social activities for the staff of the Brandon Store was the annual Curling Club supper party and dance, held on the evening of March 27, when over 60 Eaton curlers and their guests gathered at the Golf and Country Club to sit down to a scrumptious turkey dinner.

The program was conducted under the excellent chairmanship of Fred Pilcher, president of the club. Awards were presented by Mr. W. McAllister, store manager, to the two rinks which came out on top with the most wins throughout the season. The winning rink was skipped by none other than Mr. President himself, Fred Pilcher; his third, Mrs. Eva Keynes; second, Marg Nolan; lead, Doreen Stuart. This championship foursome won the coveted silver cups. Frank Watkins skipped the rink placing second, and they were presented with suitable prizes. Frank's crew: third, Mrs. Agnes Gusdal; second, Elva Black; lead, Marg Hamilton.

Mr. W. Martin presented a special "cup" to Miss Blanche Benson, who was picked as Miss "Out-turn" for 1951.

The evening continued with delightful modern and old-time dancing.

Fred Pilcher (centre) receives the championship trophy from Mr. W. McAllister, store manager.



# PLAY BALL! AT SARGENT PARK

Eaton League Opens May 25, 1951



1951 Executive

Back Row—Left to right: J. Moore, J. Davidson, L. Jackson, D. Martin, W. Clay and H. Johnson.

Front Row—W. Reid, D. Chambers, treasurer; J. Young, president; J. Collins, secretary; T. Black, vice-president.

At a largely attended general meeting the above personnel were chosen as your executive for this year. As this article goes to press, we will have entered on this season's campaign, but in the meantime practice is going on, and we will have had a school for women's baseball, under the direction of that famous Blue Bomber, Tom Casey, and Harry Small, of the 20th Century Softball League. Over 100 girls have enrolled and we hope six teams can be placed in a new division all their own.

Our biggest problem now is to get enough managers and coaches to handle these new teams—so come along, some of you young fellows, and lend us a helping hand. Something new has been added to the men's circuit this year. Yes, it is uniforms, all new, complete with caps, so the boys ought to look real snappy this season.

In reporting your play this year I am being supported by Miss Dot Martin, of the Royals, who will endeavour to write a column of doings on the diamond. Be sure to send us anything you may have so we can put you or your team in print.

We also ask all managers of winning teams to report to us the outstanding feats of the games you win, so we can have writeups completed by the 15th of each month.

We have a hard-working executive this year, and if the clubs get behind us 100 per cent we should have a banner year.

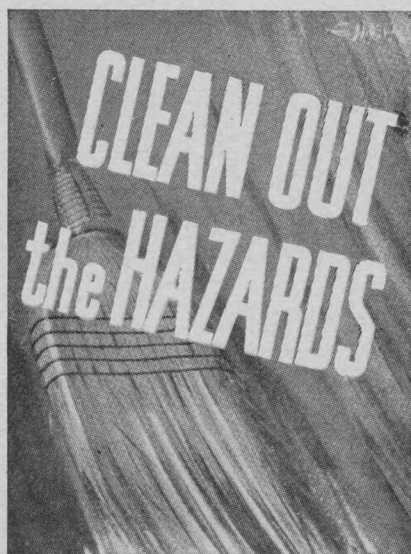
We hope you had a good time at the opening social evening, also that you have a good season's fun.

—Dot Martin and Bill Clay

## Here is Your Executive for 1951:

Past President.....	W. Scott
President.....	J. Young (Dept. 142)
Vice-President and Grounds.....	J. Black (M.O. Operating)
Secretary.....	Mrs. J. Collins (274)
Treasurer.....	Miss D. Chambers (934)
Schedule and Publicity.....	W. N. Clay (143)
Equipment.....	H. Johnson (44), L. Jackson (118)
Entertainment.....	W. Reid (32), J. Davidson (147)
Entertainment and Publicity.....	Dot Martin (113)
Chief Umpire.....	J. W. Moore (122)

## When Spring Cleaning:—



REMEMBER—A SAFE HOLIDAY  
SEASON IS A HAPPIER  
ONE!





## Wedding Belles

The lovely month of June is rolling around again and with it the usual number of young people hopefully starting out on their married lives. Good luck, health and happiness to you all.

1—DOROTHY STECH (M.O. Copying) was married to Walter G. Diaczun, April 28. The departmental gift was linen and the girls on the staff gave her a combination sandwich maker and waffle iron.

2—TESS CHARNLEY (General Office) married Russell Shelton at Young United Church, April 11. The department gave her a bedspread and the girls on the staff gave her Gleneaton ware at a luncheon shower.

3—AGNES STROM (M.O. Packing) became the bride of Frank Thorslakson at the First Lutheran Icelandic Church, April 14. Agnes received a table and chenille bedspread as gifts from the department and a shower of kitchenware from the girls on the staff.

4—JEAN GUINNESS (Sporting Goods) married Peter Michel at Crescent-Fort Rouge United Church, April 14. Jean was presented with twin suitcases by the department and blankets were given to her by the girls on the staff at a shower.

5—MADELEINE SLEAVIN (Grill Room Products Office) married A.B. George Waddell at St. Mary's Rectory, April 21. She received a silver tea service and tray from the department and a torchiere as a shower gift.

6—MARGE WAITE (M.O. Packing) became the bride of George Hughes at St. John's United Church, April 20. She was presented with twin bedroom rugs as a departmental gift, and a satin comforter and wool blanket were gifts from the girls on the staff at a shower.

7—EDITH EGGLESTON (M.O. Notions) married J. H. Boynton at Dunrae, Manitoba, on April 21. She received a pair of blankets as a gift from the department.

8—THELMA RAND (General Office) was married to Raymond Saarinen at St. Thomas' Anglican Church, April 21. Thelma received blankets and linen from the department, and "Wear-Ever" kitchenware from the girls on the staff at a luncheon at The Homestead.

9—PEGGY LIGGINS (M.O. Gloves) married Phillip Dickinson on April 21 at St. Paul's Church. Peggy received a bedthrow as a gift from the department.

10—JOAN BOYD (M.O. Cashiers) became the bride of Bill Hilton, April 6, at Sturgeon Creek United Church. Joan received a satin bedspread and linen from the department, and a kitchen shower from the girls on the staff.

11—NANCY ADAMS (Radios) was married to Ron Bradley at St. Stephen's-Broadway Church, April 7. The departmental gift was a pair of bedroom lamps. She received a robe and slippers at a shower held by the girls at the home of Mrs. McGuigan.

12—PAT WALLACE (Infants' Shoes) married Charles Bosdet at St. Paul's United Church, April 12. Pat received an electric tea kettle from the department.

13—MARY SAWICKI (M.O. Cashiers) married Gordon McFarlane at Holy Ghost Church, Brooklyn, on April 26.

14—EVELYN SWEET (City Inspectors) was married to Laurie Hoban, April 28, at St. Patrick's Roman Catholic Church. Evelyn was presented with a clock as a gift from the department and a bedspread at a shower held by the girls on the staff.

15—ESTHER YAPPS (M.O. Copying) became the bride of E. Shushack at St. Vital Lutheran Church on April 28. Esther was given a chenille bedspread by the department and received linen at a shower in her honour.

16—MAE CRAIGIE (Wages Office) married E. Bertrand at St. Eugene Church on April 28. A pair of bedroom lamps was the office gift and the girls on the staff gave her a miscellaneous shower.





Top Row—Left: David Ruiz with Supervisor Alex Murray of Engineers. Centre: Oliver Barker, assistant, Mail Order Packing (over 500 called to wish him good luck). Right: Edith Pritchard, M.O. Money Returns. Centre Left—Jim McMullen, Engineers. Lower Left—Edgar Thorp, Mail Order Packing.



## So Long, Old Timers!

Health and happiness is our wish for these old friends who are saying their farewells in this issue.

**David P. Ruiz** (Light, Heat and Power) retired April 18 after nearly 32 years with the Company. Mr. A. Murray, supervisor, presented Dave with a gladstone travelling bag as a gift from the staff.

**James C. McMullen** (Engineers), who has been with the Company for nearly 32 years, retired April 18. He was presented with a mantel radio by Mr. A. Murray, supervisor. During the evening his friends from the Store had a party at his home in his honour.

**Oliver W. Barker** (assistant, M.O. Packing) retired April 21 after 27 years' service. The departmental gift was a comforter; the gang from the third floor gave him a projector and screen; his business associates presented him with a silver vase and tray. Oliver's farewell reception is reported to have broken all records as over 500 people are estimated to have been in the line-up waiting to shake hands.

**Edith Pritchard** (M.O. Money Returns) retired May 2 after nearly 34 years with Eaton's. Edith received a gateleg table from the combined staffs of 122 and 113; the boys and girls from 113 gave her a handbag, wallet and vase, and the original staff with whom she used to work presented Edith with a compact.

**Edgar Thorp** (M.O. Packing), retired May 9 after over 38 years with the Company. A radio was presented to Edgar from the combined staffs of 113 and 122. He received a pen and pencil set from the staff of 122D, and the third floor girls gave him a shirt and ties.

## FACTS ABOUT SUNBURN

By Margaret Lawrence, R.N.

We are now coming to the time of year when many of us will suffer following a week-end of too much time spent in the sun.

*Be careful. Sunburn is dangerous!* Remember, tolerance to the sun varies with the individual. Blondes and people with delicate skin cannot stand as much sun as others. Build up exposure to the sun gradually. Don't take prolonged sun-baths till you have tried the sun in small doses first. The maximum initial exposure for the average

person is 50 minutes. After 20 minutes of June sunlight, there will be a minimum reddening; after 50 minutes, vivid reddening. If you stay in the sun for 100 minutes you will have a serious burn, and 200 minutes at the first try will give you a blistering burn.

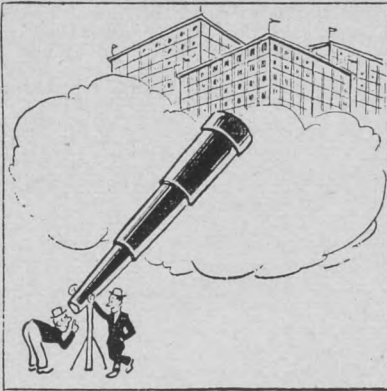
So watch out. Let's not spoil the fun of being outdoors by coming to work Monday with lobster backs, fevers and edgy nerves.

If you are going to be outside longer than you should for the first time, use a good suntan lotion or cream which will give your skin a protective film against sunburn but will allow tanning. If you do get a sunburn, treat it as you would any other type of burn. Apply a soothing, cooling preparation.

If you pay attention to the above hints, you should all be able to enjoy a healthy, happy summer.



## WHAT'S GOING ON-



## AROUND HERE?

### BASEMENT STORE

*Gloves and Hosiery—By P. McCance*

Best wishes and good luck to all our brides and grooms.

Thelma Engborg, who married Frank Young, May 5, in Covenant Church, was entertained at a miscellaneous shower held by Mary McDonald at The Homestead, April 18. Mr. L. J. Lewis, head of department, presented Thelma with a torchiere and table lamp as gifts from the staff.

Wilma Humphries married Steve Mudlo, May 12, in St. Vladimir and Olga Cathedral. Mr. Lewis presented Wilma with "Wear-Ever" aluminum as a gift from the staff, and Georgia Day and Vera McGurry held a miscellaneous shower, April 11, in Wilma's honour.

Ted Czeran married Mabel Philpott, of the Parcelers, in St. Joseph's Church, May 19. Ted received a gift from the staff, presented by Mr. Lewis, and was guest of honour at a stag held May 10 at the home of Bill Patterson.

Grace Davis was married May 26 at Chalmers' United Church to Bill Walker. Blanche Wonnacott entertained at a kitchen shower on April 25 in Grace's honour, and Mr. L. J. Lewis presented her with Revere ware as a gift from the staff.

Our department held a bowling tournament (we use the word loosely) April 4 in the Academy Bowling Alley, and then moved out to Sturgeon Creek Memorial Hall where the presentation of prizes was made to the lucky (?) bowlers, on behalf of the committee, by Mr. L. J. Lewis. The big winner was Stella Shozda.

\* \* \*

### MAIN FLOOR

*Jewellery—By T. W. Bennett*

We are glad to report that Roy Firth is now out of hospital following an operation, and we hope to see him back at work soon.

*Books and Stationery—By M. Laughton*

Miss M. Wharrie (Juvenile Books), who left our department recently, was presented with a telephone list finder and calendar by the staff of the Book Section, through the agency of Miss M. Preston. Miss Wharrie received a Parker 51 desk set,

presented by Mr. S. Florence, head of department, as a gift from the staff. Our best wishes for success, Marg.

Sorry to report that Mrs. V. Burack (Book Club) is in the hospital, and Miss B. Porubanc (Office), I. Livingstone (Books), and D. Sheppard (Novelties) are still away ill. Miss N. Yeddeau (Pens), Miss M. Hutchison (Books), and Mrs. E. Cram (Stationery) are back at work again and feeling fine. Nice to see you all again.

Mr. E. Freeman, assistant, has moved into his new home and we'll have a chance at another housewarming, maybe? Haven't been doing so well in the "party-line" lately. Wonder why?

*Drugs—By Mrs. O'Kelly*

It is with real regret that the department said good-bye to several members of the staff in the past few weeks. Norma Burkett, who has been with us for quite a long time, has left to make her home in Flin Flon; Shelagh Wagner, another of our popular girls, will be making her home in Milwaukee; Ross Cairns, one of our younger members, has joined the navy for summer service; Clifford Gallop has decided to try his fortune elsewhere. We miss them all and wish them the best of luck in their new ventures.

\* \* \*

### SECOND FLOOR

*Women's Shoes—By Geoffrey Still*

Norwood Credit Union Hall was the scene of a party when 60 members of the staff of the Women's Shoe Department, along with their friends, gathered to welcome three of their staff into the Eaton Quarter-Century Club. Mr. Jack Gargett, head of department, presented Margaret McCann with a travelling bag; Albert Smith received a travelling case, and Bill Brisley was presented with a snappy camera. John Kulack, who is happiest playing golf, received a set of clubs.

In addition to the four staff members, Bill Woods of the Regina Boot and Shoe Department, who is also celebrating his quarter century, was there along with Mr. Ferrie of the Calgary Shoe Department. A vote of thanks goes to Mable Copeland, who so ably handled the entertainment and refreshment side of the program.

Margaret McCann extends a vote of thanks to the girls of the department for the grand surprise party they gave her on her 25th anniversary.

\* \* \*

### THIRD FLOOR

*Fruits—Third Floor, Basement and Packing*

*By Peggy Smith*

Twenty-five years with Eaton's Fruit Packing was celebrated by Albert Walker at a breakfast

☆☆☆☆☆☆☆☆☆☆

The pride and joy of the Meat Department, Pte. Kelly Williams. Take a peek at the misplaced eyebrow!

☆☆☆☆☆☆☆☆☆☆



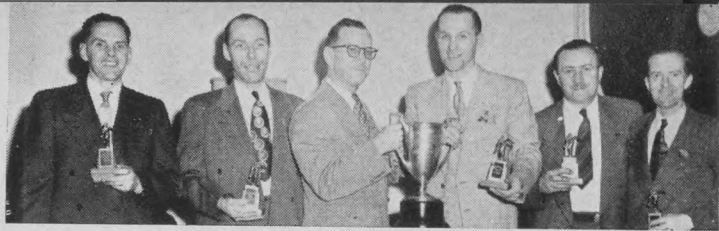


## CONTACTS

### FEET FIRST!

For the first time in the history of the Retail Boot and Shoe Bowling League an Eaton team finally took first-place honours by winning the Kaufman Rubber Company trophy emblematic of league supremacy. Led by team captain J. Kulack (Department 238), G. Morris (239), G. Boyd (239), J. Bay (1037) and C. Heuron (38), Eaton's No. 2 team amassed a grand total of 4,549 pins in a four-game roll-off. The next team was Affleck's with 4,044 pins. McDonald's and Bender's were the other two teams in the finals.

Captain J. Kulack came through in great style



Shoe Bowlers Holding Cups Presented by Kaufman Rubber Company

Left to right—Clarence Heuron, George Morris, Lorrie Dusany presenting trophy, Johnny Kulack, John Bay, Holt Boyd.

with a four-game total of 1100 pins to take individual honours for the series. So to John Kulack and the rest of the team, congratulations on your success and the best for next year!

The prizes were presented at a banquet held at the Royal Alexandra Hotel on Tuesday, April 17.

held in the Grill Room. Albert received a ring and wallet presented by Mr. A. Alexander, supervisor, for the staff. Flowers were sent to Mrs. Walker. Good luck, Albert, and may you enjoy good health and happiness for another 25 years.

Glad to see Joe back in the Fruit Packing.

Our deepest sympathy is extended to Mrs. Ferguson on the loss of her mother in England.

\* \* \*

### FOURTH FLOOR

*Women's Coats and Suits—By A. Bowman*

Mrs. Mike Tomlinson (Gladie to us all) has left to take up her new duties as housekeeper and gardener. The staff held an informal meeting, May 2, and Mr. Graham Scrivener, supervisor, on behalf of the staff, expressed our best wishes for her happiness and presented her with a box of records. The office is expecting a liberal supply of flowers during the summer months!

\* \* \*

### FIFTH FLOOR

*Children's Shoe Mutterings—By W. MacHutchon*

On the eve of her departure to become the bride of Charles Bosdet, Pat Wallace, our amiable office girl, was presented with an electric kettle by our supervisor, Mr. P. Carter, for the staff.

A word of welcome to our two new office girls, Jackie Vassar and Maxine McCrae. Hope you like your new surroundings, girls.

\* \* \*

### SIXTH FLOOR

*Carpets and Linoleums—By Gladys McLean*

Congratulations to May Parker, who received several prizes for her bowling. Keep up the good work, May.

The staff was sorry to say good-bye to Mrs. Lumby, who went east to live. The girls in the department held a party for her, May 11, at the home of Mrs. Bedwell, and Mrs. Lumby was presented with a summer handbag and corsage. The boys and girls gave her a cosmetic travelling bag.

Lorraine Ramsay, in the Carpet Workroom, is wearing a beautiful diamond. The lucky man is Nick Bodnar.

Three bouncing baby boys have been added to the department: Garry Robert for Mr. and Mrs. Bob Dukelow on St. Patrick's day; Jean Paul Gaston, 6 lbs. 15½ ozs., for the Claude Tremblays on May 2; and on May 14 a son for Mr. and Mrs. Bob McDowell. Now all we need are the pictures.

Twenty-Eight

## General Office News

*By Wilma Cole and Irene Adam*

Thelma Rand married Ray Saarinen at St. Thomas' Anglican Church, April 21. She received "Wear-Ever" kitchenware at a luncheon held for her by the girls at The Homestead. The office staff presented her with blankets and linen. Good luck to you both.

Two more of our girls left April 14: Donna Coutts, who was presented with Denton chinaware, and Ivy Vale, who received a pair of golf clubs.

May 14 was the big day for Marie Coghlin. She became the bride of Eddie Marchant at Knox United Church. Marie received linen and blankets from the department and "Wear-Ever" kitchen utensils from the girls.

When Alex Cerr left, May 5, he was presented with a shirt.

## Seeds of Kindness

Last year, after the flood, the Company sent out packages of seed to Morris and other points in the valley. These were sent free of charge and distributed by agricultural representatives. Here is a letter from one of the recipients:

"T. Eaton Co. Limited.

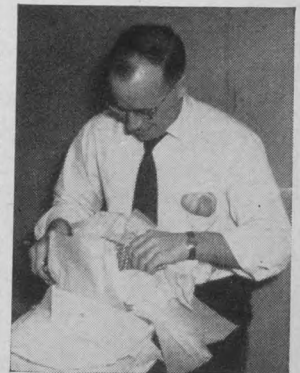
"I would like to take this opportunity to thank your Company ever so much for the packages of seed mailed out to us flood farmers last year. I did not sow mine last year as it was too late—my garden was mud nearly all summer. But I have used every bit this year, and from now on will surely get every seed I need from your catalogue.

"Again thanking you. It was something very much appreciated, I am sure, by every one who got them. Again, Eaton's big-heartedness."

## Draperies

"Surprise! Surprise!"

Another good man is about to bite the dust. The gang from the Draperies and Decorating met at the home of Walter Ritchie for a stag in honour of Owen Davies, who is being married in Saskatoon. Owen was presented with an attractive Ronson silver cigarette box by Mr. H. Cooper, supervisor, on behalf of the staff.



## SEVENTH FLOOR

*Budget Plan*

"I've never had such a good time in all my life!" This was the comment of the staffs of the Budget Plan, Deposit Account, Mail Order Budget Plan and Contract Accounts, who gaily thronged the halls of the Marlborough Hotel, April 17, to surprise Walter Freeman, head of department, on the completion of 25 years with the Company.

After the presentation to Mr. Freeman, entertainment was the order of the evening. This was supplied by Larry Thomson, accordionist; the Budget Boogies, a barber-shop quartet to end all quartets, comprised of Harold Shearer, Bob Adams, Jack Geddes and Hank Loewen. Then came a skit depicting a day in the life of Walter Freeman in the B.P. Office or "This Could Happen To You!" ably presented by Hermine LaFerriere, Angela Turkula, Jean Young, Nellie Nichols, Virgil Holmes and Bill Roberts, under the direction of Jean Young. Dancing to the music of Bill Arbuthnot concluded this wonderful night of fun. An overwhelming vote of thanks goes to Bea Aymer and Hank Loewen, who were in charge of arrangements.

*Furniture*

Goodness! Another diamond in the department. Best wishes to Lois Douglas.

It was grand seeing a former member of our staff, Reg Wheatcroft, now in the Prince Albert Store. Although a busy man, he found time to chat with his many friends in the department.

## EIGHTH FLOOR

*Women's Garment Alterations—By A. Fedorak*

Elsie Seliger became Mrs. Paul Barchet, April 14, at the Lutheran Church of the Cross. Miss K. Waywood, head of department, presented Elsie with a pressure cooker and the good wishes of the staff.

On leaving the department, Junette Lutz was presented with a leather purse and kid gloves as a gift from the staff. Good luck, Junette.

Miss K. Waywood, head of department, and Mrs. J. Jones are on our sick list. We sincerely hope you will be well soon.

*City Ads*

All during April and the first week of May the City Ad gang spent their evenings either at the Amph or at the radio listening to the exploits of Dave Trainor, son of our Joe, who was playing for the Monarchs. Our congratulations, Dave, and incidentally, Joe, for being on the western championship team.

Welcome to Freddy Snuyff, our new proof-reader. Freddy comes to us from Holland and has spent the last year or so in Indonesia. Hope you like us, Freddy.

Peggy June Irving, Art Section, arrived one fine morning with a new diamond, third finger left hand, which she received from Gordon Collins, formerly of the Art Section. Peggy and Gordon plan to be married in August.

We were glad of a chance to say "hello" to Frank Rasler who dropped in for a chat. Frank is now with the Army Service Corps.

## IN THE MAIL BAG

## THIRD FLOOR

*Drapery Workroom—By A. Holmes*

On the morning of April 19, Syd Lamprell was presented with an album of Gilbert and Sullivan records in honour of his 30th anniversary. Mr. S. Patterson, head of department, did the honours.

A joint party was held the evening of May 1 at the home of Mr. and Mrs. Syd Lamprell in honour of Syd's 30th and Henry Thompson's 25 years with the Company. Mr. H. Cooper, supervisor, presented Syd with a Ronson lighter, and Mr. A. G. Wallace, assistant, presented Henry with one also.

*M.O. Budget Plan—By L. Vipond*

The staff held its second annual bowling get-together at Gibson's on May 1, where the following were presented with prizes: High team, Irene White; women's high score, Joan McArthur; men's

high score, M. R. Smith; three hidden scores, Jean Miller, Frances Beckett and Olga Solytki.

A miscellaneous shower was held for Joyce Coy at the home of Olga Solytki. Twenty-seven guests were present. On leaving the office, Joyce received a featherweight iron, presented by F. J. Ottley, assistant, for the staff. Joyce married Bill Adams at Charleswood United Church, May 12.

We are sorry to report that Shirley Piggott is in the General Hospital. We hope the operation is a success and that she will be back with us soon.

\* \* \*

## FIFTH FLOOR

*M.O. Sporting Goods and Toys**By D. Hardiman*

We are sorry to report that Johnny McNiven is away ill. Here's hoping that you will soon be back in harness, Johnny.

We are also sorry to report that Ronnie Ford is still out. Hurry up and get back, Ron. All your friends miss you.

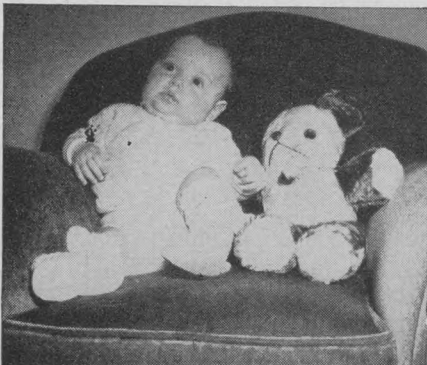
*M.O. Drugs*

We are pleased to see Mr. J. Ross back again after a siege of the flu.

Our holiday season got away to a good start with Cassie Fenwick taking a trip west. She plans to visit Vancouver. We hope the McGurks are enjoying their motor trip south.

We were sorry to say good-bye to Alice Jefferson, who has left to live in Montreal. She was presented with a pen and pencil set by Mr. J. Reay, on behalf of the staff.

James William Stewart, 6 months, son of Mr. and Mrs. Bill Stewart, M.O. Gloves.





Top Row—Left: Winners of the orange dance, Kathleen Medwyduk and Margaret Salmon. Right: "Chief cooks and bottlewashers," Georgina Brownlee and Helen Wacko.

Lower—Winners for costumes: S. Houston, R. Pennock, Connie Wolfe, Elizabeth Wolfe and M.C. Louise Lauch.

## "Hard Times" Party a Lot of Fun!

The staffs of the M.O. Salesroom, Mailing List, and Prices and Enquiry held a party at the St. Vital Legion Hall, which was decorated with streamers, balloons and hay. Novelty games and dances were the order of the evening, under the direction of Louise Lauch as mistress of ceremonies. Heartly thanks for an enjoyable evening go to our social committee: Helen Wacko, Beth Machalk, Douglas Carswell, Georgina Brownlee and Louise Lauch.

### SEVENTH FLOOR

*M.O. Juveniles and Sportswear*  
By M. Pariseau and G. Burns

Our good wishes to Ella Bryk, who was married to Peter Yawrenko, May 17. Before Ella left she was presented with a pair of blankets and a pop-up toaster, along with other gifts from the girls.

Our best wishes to Steffie Baranowski. She came to work April 30 wearing a lovely diamond received from John Kupskay.

Welcome back to Kay Telfer, Edith Wells and Mr. McDonald, who have returned following illnesses.

Yvonne Rooney left March 24 to be married. Mr. W. Cousins presented her with a blanket along with our best wishes for future happiness. Myra Wooden held a miscellaneous shower for Yvonne, when she received many lovely gifts.

Germaine Courteau left April 7 to be married. She received a lovely blanket from the department. Shirley Mansky and Marion Wilson had a dinner and linen shower for her at The Homestead.

Phyllis Witwicki is the latest girl in our midst to join the ranks of the diamond wearers. Bert Crundwell is the lucky man.

*M.O. Women's Dresses—By R. Hodgson*

Eleanor Bezte left May 5 and was presented with a gift on behalf of the staff by Mr. M. Smithson.

*M.O. Lingerie—By B. Nasb*

We were pleased to have Elder Dyck, a former member of our staff, come to say hello.

Sorry to report that Jean Puxty is away ill. We wish you a speedy recovery, Jean.

\* \* \*

### EIGHTH FLOOR

*M.O. Copying—By D. Hunt*

Best wishes to the following girls who left to be married: Pearl Carlson, who became Mrs. Malcolm

Thirty

Novak at St. Michael's Church in Transcona, May 9. Pearl received a kitchen clock and vase from the department.

Shirley Wilson married Johnny Mack at St. James' United Church, May 11. Shirley's gift from the department was a torchiere and a canister set.

Dorothy Stech was married to Walter Diaczun, April 28. She received linen and ornaments from the department, and a combination sandwich maker and waffle iron at a shower.

Esther Yapps was married to E. Shuschack at St. Vital Lutheran Church, April 28. Esther received a chenille bedspread from the department, and a linen shower was held in her honour at the home of Lois Ehrhart. Mr. and Mrs. Shuschack will reside in Victoria, B.C.

Best wishes to Muriel Morrison and Bea VanHeel. Both girls received lovely diamonds last month.

Lucille Bedard left May 5 and married Ray Saunders in Holy Cross Church, May 24. Lucille received woollen blankets from the department, and was guest of honour at a linen shower given by the girls on the staff. Best wishes to Lucille and Ray. They will reside in Barrie, Ontario.

Verna Dydyk has left us for the General Office. She received a coffee table from the staff as a parting gift. Best of luck, Verna.

Our deepest sympathy is extended to Theresa Lapierre on the passing of her mother.

*M.O. Complaints—By J. Baynes*

"Surprise! Surprise!" was the friendly greeting given Pat Harker at her home, April 19. The reason was a kitchen shower in Pat's honour given by about twenty of her friends in the department. She received a mirror from the department. Pat was married to Sam Tascona, May 5, at Holy Rosary Church. We all wish Mr. and Mrs. Tascona many happy years together.

Jack Day returned from his long holiday, April 17. He thoroughly enjoyed the three weeks he spent in LaJolla. We were all glad to see him again.



### Bowlers, Can You Top This?

Departments 118 and 118A feel they have plenty of cause to be mighty proud of themselves as a result of the finals in the Five Pin Bowling. We had no less than seven players and four teams (count them) in the roll-offs. Mr. Merrett in the Set-Ups; Mr. Latimer, "Jumbo" Westman and Marge Rogan, the Fixers; Jack Day and Peggy Johnson, the Winsomes, and Eric Guile, the Nomads. Two of these teams captured top honours, the Set-Ups and the Winsomes; the Fixers were runners-up. How's that for one department? Are we proud of ourselves!

*M.O. Correspondence—By June deGagne*

"Fare thee well" to Jean McKelvey, who left April 28. She was presented with a pair of earrings and a pin to match, as well as many other gifts. We wish you all the very best of luck, Jean, and success in your new position.

*M.O. Exchanges—By M. Davies*

Congratulations to Bessie Smith, who celebrated her 30th anniversary with the Company April 21. To mark the occasion, Bessie was presented with many lovely gifts, including a travelling clock given to her by Mona Texmo, on behalf of the staff.

Our best wishes to Florence Theroux, who became the bride of Jean Joyal, April 28, at Sacred Heart Church. Florence was presented with a two-tone blanket, a gift from the staff.

A warm welcome is extended to John Meara on his return to work following a year's absence due to ill-health. Nice to see you around again, John.

*M.O. Salesroom, Files and Correspondence*

*By G. Brownlee and L. Lauch*

We send our best wishes and "get well soon" messages to Mrs. Rae, Douglas Carswell and Lil Sedgwick. We hope you are feeling better.

Our best wishes also to Sophie Paledvar, who is sporting a new diamond received from Steve Lys.

Margaret Geddes was married to Frank Crosley at St. Mark's Anglican Church, May 19. Peggy was presented with a mirror from the department and pyrex-ware from the girls.

We send our deepest sympathy to Rose Nasechuk on the loss of her father, and to Rita Lapierre on the loss of her mother.

\* \* \*

### NINTH FLOOR

*M.O. Notions*

*By H. Lobse and H. Fotheringham*

Departments 22-24 defeated 15-17 in a nail-biting, hair-raising bowling competition April 28. The victorious team consisted of Dorothy Chisnell, Ruby Gibson, Edith Schmeichel and Clara Petruk. The sad-but-game losers were Mae Manson, Daisy Goodall, Dorothy Lewis and Margaret Elder. It will be put down on our records that Notions and Fancy Goods defeated Jewellery, even after loaning a valuable player to the latter.

*M.O. Jewellery—By N. Robson and J. Farr*

St. Vladimir and Olga Cathedral was the scene of a pretty wedding on May 5 when Adeline Hauser married Andrew Malzenski. Dorothy Lewis, of our department, was one of the bridesmaids. Before she left, Adeline was presented with an iron and good wishes for a happy married life. Mr. R. Robertson, head of department, did the honours.

Thirty-One



Left to right—Nellie Macksymchuk, Anne Massotti, Clara McAmmond, Ina Dyregrov, Kay Harder, Dorothy Derkson, Elizabeth Funk, Mae Dueck, Ann Stanley, Vivian Roberts, Ivy Blackman, Jean Firman, Blanche Scott, Emma Gridley, Winnie Cadle, Anne Toews.

### Bakeshop Bowling Party

The girls in the Bakeshop held a bowling dinner on April 17 at Moore's. The prizes were presented to: Ann Stanley, high single; Blanche Scott, 2nd; booby prize to Clara McAmmond. Presented by Nellie Macksymchuk.

Congratulations to Bill Bostock, who caught the winning fish of the day at an Eaton Angling Club meeting at West Hawk Lake. It was a four-pounder. Nice going, Billie, old boy.

*M.O. Candy Factory—By L. Waite*

Congratulations to Olga Woschinska, who celebrated her 25th anniversary April 21. Olga received a watch from the department and many personal gifts from friends and co-workers. At a dinner and dance in her honour at the St. Charles Hotel, Olga was presented with an electric kettle.

A dinner was held, May 10, at the Blackstone, in honour of Maj-Britt Wendel, who is being married June 9. The girls presented her with a beautiful chenille bedspread. Best wishes, Maj-Britt.

### ELEVATOR UPS AND DOWNS

*By Agnes Reese*

Connie Fedora is now wearing a sparkler. June 16 is the big day when Connie becomes a farmerette. Best wishes from us all.

Welcome back to Bobby Burns, who has been away ill; also greetings to Art Boyce on his return. It is good to see you both again.

"Billy" Peters has left us to work at Lowe Farm. She was presented with a leather case as a memento of the days spent with us. Mavis Chomick, M.O. operator, has also left. The girls gave her a pair of earrings. Call in and see us, girls.

A hearty welcome to Irene Sigurdson and Peggy Moore, who recently joined the Elevator staff.

Hazel Isford has left, after a short stay, to accompany her husband to Colorado. Good luck to both of you.

### "The Man Who Came To Dinner"

Congratulations are in order for fine performances of Eatonians in the Little Theatre production, "The Man Who Came To Dinner." Mr. Moray Sinclair, supervisor, City Advertising, gave his usual superb performance in the title role, played in New York by Monty Woolley; and Madge Murray Roberts, as the axe murderess, was certainly tops in her part. Mrs. Roberts is the wife of W. A. Roberts, of the Budget Plan. Another Eatonian in the cast was Pauline Gustavson, of the Millinery, who played the role of nurse.

### Women's Shoe Party





The John David  
Eaton Trophy

## MEN GOLFERS! FIELD DAYS START MONDAY, JUNE 18

Gentlemen—Here is a final and important “briefing” on the annual Field Days Classic of our Eaton Men’s Golf Club which commences on Monday, June 18, at Elmhurst, fair weather or foul.

It’s a big tournament with approximately 600 golfers competing for our President’s trophy (pictured here) which, of course, symbolizes the grand championship of all classes, determined after play-off of low net winners of each class.

Note the Field Days run alphabetically this year: June 18, “A” Class; June 19, “B” Class; June 20, “C” Class; June 21, “D” Class, and June 22, “E” Class.

### There’s Been a Change!

*Now, then, about that handicapping!* The basis of handicapping has been *changed* this year in order to have an equal number of players in each class. So, if you feel that your handicap is a bit out of line, here’s what to do: Turn in a few of those score cards! Then the hard-working but ever-obliging committee will see that your handicap is reviewed. Nothing could be fairer than that. Good luck and good golf!

## CALLING ALL HOBBY SHOW ENTRANTS *About Your Exhibits!*

The Committee is delighted to announce that entries have reached an unusually high peak! **At closing date, May 10, a total of 550 entries has been received.** This means a great amount of work in receiving, tagging, displaying and judging, so your co-operation is urgently requested. PLEASE GET YOUR EXHIBIT IN EARLY! Exhibits will be received in the 7th Floor Assembly Hall from June 5 to June 9 (during Store hours). If you can get your exhibit in on June 5 or 6, don’t leave it till later.

Thank you, Eatonians!

## EATON EMPLOYEES’ HOBBY SHOW *Seventh Floor Assembly Hall — June 15 to 22*

Sponsored by the Assistants’ Association

### Omaha Coliseum Corporation

“Omaha, Nebraska, May 15, 1951.

“The T. Eaton Co. Limited, Winnipeg Canada.

“Dear Sirs: Upon our annual trips to Winnipeg, we have always made it a point to drop in at your store, The T. Eaton Co. Limited, for our woollens and china.

“We wish to thank you, and especially Mr. Desire Belanger, for the courtesy he has shown us. Thanking you both, I remain,

“M. F. Bruneteau,

“Coach, Omaha Knights.”

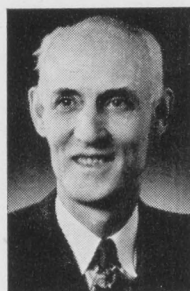
## In Memoriam

### MELVILLE R. G. McFEETORS

Quiet, friendly Mel McFeetors has left us. Many of his friends throughout the Store and M.O. were saddened to hear of his passing, on April 16, at the early age of 56 after a brief illness.

Mel was a member of the Bedding Department and had celebrated his quarter century with the Company last October. He spent three years with the Hardware before moving to the Furniture, and was overseas with the 27th Battalion during the first war. He was a member of Rose-dale United Church.

Our warmest sympathy is offered to Mel's widow, the former Kay McDonald of M.O. Complaints; to his two sons, James and Donald; his mother and his sister, Mrs. J. E. Sparrow, of The Pas.



**We extend sincere sympathy to those members of the staff  
who recently suffered bereavements:**

#### **In the Loss of a Mother**

MR. C. VERMUELEN (Carpet W.R.)  
MRS. D. OUELETTE (Cash Office)  
MRS. M. HILL (Grocery Order Board)  
MR. GORDON ANDREWS (Drapery W.R.)  
MISS T. LAPIERRE (M.O. Copying)  
MISS R. LAPIERRE (Mailing List)  
MISS A. HAUKE (Cash Office)  
MRS. D. FERGUSON (Fruits)  
MISS B. TRINDER (M.O. Cashiers)  
MR. A. HEPBURN (Furniture)  
MRS. D. GOLDHAWK (Mailing List)  
MISS E. GIBSON (Employees' Lunch Room)  
MISS D. LEWIS (M.O. Jewellery)

#### **In the Loss of a Brother**

MRS. A. P. BOWMAN (Engineers)  
MR. T. DAVIDSON (M.O. Furniture)  
MRS. JOYCE BOWMAN (Drugs)

#### **In the Loss of a Father**

MR. G. PARKER (Engineers)  
MR. R. D. PARKER (Expense Office)  
MRS. M. HANFORD (Staples)  
MISS R. NASECHUK (Mailing List)  
MR. J. HARDY (C.O.D. Cashiers)  
MR. A. RODGERS (Delivery)  
MRS. D. SHERMERHORN (Paints)  
MISS H. DOIG (M.O. Copying)

#### **In the Loss of a Sister**

MR. J. IVISON (Electric Washers)

#### **In the Loss of a Step-Mother**

MR. F. HADFIELD (Customs and Traffic)

#### **In the Loss of a Son**

MR. G. DESJARLAIS (M.O. Paints)

#### **In the Loss of His Wife**

MR. J. SCOTT (Jewellery Repairs)

#### **In the Loss of Her Husband**

MRS. G. CARR (Basement Store)



# Build an EATON Booster!

# MONDAY, MAY 28



After you've worked it out successfully, take the puzzle home and try it out on the family. Substantially made, it will also be an interesting addition to your game room.

There are ten interlocking pieces. Commencing Monday morning, May 28, every Eatonian on the selling front will be given a piece of the puzzle. On each succeeding day another piece of the puzzle will be distributed. On the tenth day you receive the tenth piece, which gives you the completed picture.